

PRINTERS' INK

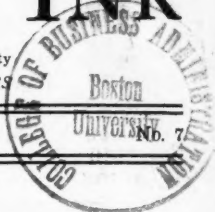
Registered U. S. Patent Office

12 West 31st Street, New York City

A JOURNAL FOR ADVERTISERS

VOL. XCII

NEW YORK, AUGUST 12, 1915



Magic in Oklahoma

Since the Mayflower landed on Plymouth Rock this country has been pretty busy piling up population, prosperity and progress. That is, most of the country except Oklahoma.

The Oklahoma Mayflower didn't land till April 22, 1889. At noon on that day bugle blasts released 20,000 pioneers lined up on Oklahoma's borders. Before that hour white men could not legally hold Oklahoma land.

Don't think that because Oklahoma started late she stayed behind. No indeed. She has caught up with many States and passed some in points of population, prosperity and progress. It is only since 1907 that she got her second wind. In that year the east and west sides (as they are called there) got together and added a star to the flag.

Events move rapidly in Oklahoma. In four months after the opening Guthrie had 5,000 population with four daily newspapers

and six banks. A certain church in a certain town occupied in quick succession a tent, a "lean-to," a frame church building and at last a handsome stone edifice. A family, a real estate man and a Chinese laundry actually occupied the first three locations immediately after the church left.

In Oklahoma City and other towns, hundreds of families lived in tents while their houses were being built. Even up till six or seven years ago it was not uncommon to see night shifts working on skyscrapers! On every side you hear stories of men who came into the Oklahoma country with about two bits and retired with fortunes in a few years.

All of this is why an orthodox representation of Father Time won't do when he is depicted working through Oklahoma. He has to be a premier prestidigitator instead of a plodding patriarch, wearing a wand instead of a scythe.

(Continued on page 85)

IN 1890 when there were about six million farm families in this country Uncle Sam found his agricultural income was about two billion dollars.

In 1910 with an increase of about 10% in farm families our smiling Uncle counted an agricultural income of nearly four and a half billion *greater*.

* * *

In twenty years farm population increased 10% and farm production value increased about 240%!

* * *

Part of this increased farm income resulted from higher prices and part was the result of better farming methods.

Here's where the Standard Farm Papers take the spot light.

* * *

The Standard Farm Papers for years have been preaching and teaching better farming. No one standard farm paper has tried to advise all the American farmers on all branches of farming. Each paper has gotten close to its readers by concentrated efforts. Conditions in the South differ from those in the North: the live-stock farmer has one class of problems, the grain farmer another.

Now the farmers you want to reach are business farmers and pretty hard-headed. The

remarks of the trainer about teaching a horse apply—to get close to a farmer a paper has to prove it knows more than he.

Till omniscience becomes more general the concentrative farm paper will continue to get closest to its readers.

* * *

Your advertising in Standard Farm Papers goes alongside the editorial matter which has helped to more than double the farmer's income.



TRADE-MARK OF QUALITY

STANDARD FARM PAPERS

**ARE
FARM PAPERS OF KNOWN
VALUE**

The Indiana Farmer
The Farmer, St. Paul
Oklahoma Farm Journal
The Ohio Farmer
The Michigan Farmer
Prairie Farmer, Chicago
Pennsylvania Farmer
The Breeder's Gazette
Hoard's Dairymen
Wallaces' Farmer
Kansas Farmer
Progressive Farmer
The Wisconsin Agriculturist

WALLACE C. RICHARDSON, INC.,
Eastern Representatives,
41 Park Row, New York City.

GEORGE W. HERBERT, INC.,
Western Representatives,
119 W. Madison St.,
(Advertising Bldg.), Chicago.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. XCII

NEW YORK, AUGUST 12, 1915

NO. 7

Building a Prosperous Business Out of a Side-line

An Authorized Interview by a Member of PRINTERS' INK's Editorial Staff with

Herbert Johnson

Of S. C. Johnson & Son, Racine, Wis., Manufacturers of Johnson's Prepared Wax, Johnson's Wood Dyes, etc.

"BUT, Mr. Johnson, you say that your father had spent a lifetime building up this flooring business. You admit it was yielding a fair profit; that the upbuilding of the West about that time seemed to hold a satisfactory future. How then does it happen that you turned from a maker of flooring into an advertiser of wood finishes?"

Herbert Johnson, the active head of S. C. Johnson & Son, looked up from a contract that he had been reading between questions. He swung around in his chair; a typical American business man in his prime. After the fashion of an executive he turned the question over in his mind deliberately, thinking back to 1886 when his father took him into partnership, and when at his suggestion the firm added prepared wax as a sideline. Finally he answered the question.

"We wanted something we could sell to everybody; a product that could be economically distributed, that would repeat, that would make us known all over the country. In short we wanted a quick-repeating specialty that would pave the way for any other products which we might put out, and that could be advertised direct to the consumer. Hardwood flooring fell short of these specifications considerably, but something to go on the floors—everybody's floors—seemed to fill the bill; so we put out our

prepared floor wax. We began advertising it, starting with a quarter page in the *Century Magazine* in 1886, and it did not take long for the specialty to run away with the business. We advertised more and more, as the business warranted it, until to-day we are doing a business of nearly a million dollars a year. Incidentally we built up this volume without ever having to borrow a cent of money from a working capital of about \$5,000—the surplus from the flooring business."

Mr. Johnson did not say this boastfully. On the contrary, he didn't see anything about such a usual occurrence that could possibly be of interest to the readers of PRINTERS' INK. As he expressed it: "We only did what any business man in like conditions would do; slight the business which is hard to advertise for one which is not."

But this million-dollar business in Racine wasn't built up in the commonplace, matter-of-fact fashion that Mr. Johnson intimates. There was a lot more to its evolution than appropriating \$43 for that first quarter-page advertisement and then setting everybody to work filling orders. Detailed questioning developed a number of points, which makes this story alive with interest for every advertiser; and gives it an enlightening moral for the manufacturer who has not yet brought out an advertised specialty, but

who has such a plan under advisement.

ONE PRODUCT AT A TIME

"Looking back over your 29 years as an advertiser, Mr. Johnson, what is the one big lesson that your experience has taught you?"

"The value of concentration. If I had to do it all over again I would keep hammering away at one product. There is a question

ing" has been our most concentrated. It is a mistake to think you have to bring out this, that and the other thing so as to have a complete line, and I will tell you why.

"Five years ago hardly a wholesale hardware house handled any paint. To-day over 50 per cent of them do. This means that the paint consumer is forsaking the small paint store for the hardware and department stores. The

Fair in Chicago today sells more of our goods than any 40 paint stores in that city. The fact is obvious that the small paint dealer is finding his business more and more confined to the business that professional painters bring to him, and even that is on the wane.

"Why is this business going from the man who is so well equipped to give the buyer advice and help to the hardware store and department store around the corner? If you will take the trouble to investigate it, you will find it due to this policy of advertising a whole line, and then tying up dealers by exclusive-agent contracts to push that line and to sell no other advertised product which conflicts with it. The advertising being done for dozens of

specialists has created a demand, the public to get these advertised products must go to the hardware and department store, and naturally soon falls into the habit of buying all its paint stuffs there. Now I could put out our products and advertise them, as several of the paint companies do, as 'Standard Floor Preparations' and I could find any number of dealers who would under certain credit conditions sell our line exclusively. But from a close study

*What Motorists
say about*
**JOHNSON'S
PREPARED WAX**

THE WAY TESTIMONIALS ARE USED IN CLASS-JOURNAL ADVERTISING

in my mind whether we are not making a mistake as it is in featuring both our wax and our dye. From time to time various people have urged me to advertise the entire line—you know we make wood filler, floor cleaner, powdered wax, color varnish, underlac as well as prepared wax and floor dyes—they wanted me to call them Johnson's Floor Preparations, but I think the policy is fundamentally wrong. I know that our most successful advertis-

Circulation 981,510

Class, Trade and Technical papers, members of the Audit Bureau of Circulations, number 106. These are the leading publications in their respective fields.

Combined circulation of these 106 papers is 981,510,

Of this total THE CLASS JOURNAL CO.'s four—

THE AUTOMOBILE

MOTOR WORLD

MOTOR AGE

MOTOR PRINT

have in excess of 100,000

MORE THAN 10% OF THE GRAND TOTAL

Membership in the Audit Bureau of Circulations affords opportunity to prove circulation quality and quantity.

If you would make successful and economical appeal to manufacturers, jobbers, retailers and consumers of automobile products our publications deserve consideration.

THE CLASS JOURNAL CO.

239 West 39th Street, New York

CHICAGO

DETROIT

CLEVELAND

of the paint field, I know that such a course would react most unfavorably on us. It would drive the business of other competitive products away from that dealer, just as it is doing in the paint field to my certain knowledge. By advertising each product on its own merits, standing each on its own feet as a specialty, we can put it on more dealers' shelves and cash in on the trade a number of advertisers will send to those

my men use it in all their work." And he took down a can of wax bearing the label of the manufacturer he represented. Mr. Johnson led him on, and for 15 minutes he stood there talking about the comparative qualities of floor wax. Finally after he had given the dealer plenty of rope to hang himself, Mr. Johnson told who he was. The dealer admitted that he once had some of Johnson's wax in stock, but the other manufac-

We Will Send Postpaid a Can of
JOHNSON'S PREPARED WAX

Enough for polishing a small floor, a piano, several pieces of furniture or an automobile. Johnson's Prepared Wax is a complete finish and polish for all finished surfaces. It gives perfect results on brass, mahogany, steel, oil, etc. You will find it splendid as a polish for

Paints, Furniture, Automobiles, Linoleum, Woodwork, Metal, etc.

Johnson's Prepared Wax is clean and easy to use and economical. It imparts a perfectly hard, dry, artistic finish of great beauty and durability. It is impossible to water, scratch, heat, crack, finger prints, dusts, etc., and can easily be kept in perfect condition.

Every Housewife who takes pride in keeping her home sanitary and in a high state of repair needs Johnson's Prepared Wax. It is just an necessary around the house as soap.

JOHNSON'S WOOD DYE

For the artistic coloring of all wood. With its lustrous and lasting finish it is as beautiful as hard wood. Made in convenient shades including Mahogany, Mahogany, Early English, etc.

Johnson's Wood Dye penetrates deeply—is economical—dries quickly and is very easy to use. It is unequalled for finishing new furniture, woodwork and floors and for doing over old wood of this character—for staining, lacquering, etc. Your dealer can show you points of wood finished with Johnson's Wood Dye.

Free Instruction Book
Ask your paint or hardware dealer for a free copy of our 25c color book, "The Proper Treatment for Floors, Woodwork and Furniture." This book is the work of famous experts—it is full of valuable ideas on home beautifying—beautifully illustrated in colors.

For the full and complete treatment of your woodwork and furniture, we will send you postpaid a can of Johnson's Prepared Wax—sufficient for polishing a small floor, a piano, several pieces of furniture, or an automobile.

A. C. JOHNSON & SON
"The Prepared Wax Company"
BOSTON, U.S.A.

Fill in the name of your paint or hardware dealer, and send this advertisement to the nearest branch office of Johnson's Prepared Wax Company, and we will send you a free copy of our 25c color book, "The Proper Treatment for Floors, Woodwork and Furniture." This book is the work of famous experts—it is full of valuable ideas on home beautifying—beautifully illustrated in colors.

Name
Address
City and State

We will send you postpaid a can of
JOHNSON'S PREPARED WAX

Enough for polishing a small floor, a piano, several pieces of furniture or an automobile. Johnson's Prepared Wax is a complete finish and polish for all finished surfaces. It gives perfect results on brass, mahogany, steel, oil, etc. You will find it splendid as a polish for

Paints, Furniture, Automobiles, Linoleum, Woodwork, Metal, etc.

Johnson's Prepared Wax is clean and easy to use and economical. It imparts a perfectly hard, dry, artistic finish of great beauty and durability. It is impossible to water, scratch, heat, crack, finger prints, dusts, etc., and can easily be kept in perfect condition.

Every Housewife who takes pride in keeping her home sanitary and in a high state of repair needs Johnson's Prepared Wax. It is just an necessary around the house as soap.

JOHNSON'S WOOD DYE

For the artistic coloring of all wood. With its lustrous and lasting finish it is as beautiful as hard wood. Made in convenient shades including Mahogany, Mahogany, Early English, etc.

Johnson's Wood Dye penetrates deeply—is economical—dries quickly and is very easy to use. It is unequalled for finishing new furniture, woodwork and floors and for doing over old wood of this character—for staining, lacquering, etc. Your dealer can show you points of wood finished with Johnson's Wood Dye.

Free Instruction Book
Ask your paint or hardware dealer for a free copy of our 25c color book, "The Proper Treatment for Floors, Woodwork and Furniture." This book is the work of famous experts—it is full of valuable ideas on home beautifying—beautifully illustrated in colors.

For the full and complete treatment of your woodwork and furniture, we will send you postpaid a can of Johnson's Prepared Wax—sufficient for polishing a small floor, a piano, several pieces of furniture, or an automobile.

A. C. JOHNSON & SON
"The Prepared Wax Company"
BOSTON, U.S.A.

Fill in the name of your paint or hardware dealer, and send this advertisement to the nearest branch office of Johnson's Prepared Wax Company, and we will send you a free copy of our 25c color book, "The Proper Treatment for Floors, Woodwork and Furniture." This book is the work of famous experts—it is full of valuable ideas on home beautifying—beautifully illustrated in colors.

Name
Address
City and State

THE COPY IS ALIKE IN BOTH THESE ADS. THE ADDITION OF THE WOMAN STAINING THE BASKET INCREASED THE INQUIRIES 100 PER CENT OVER THE OTHER AD

stores, instead of depending entirely on our own publicity."

A SUBSTITUTION MENACE

Developing his experience with the store which handles one line of products exclusively, Mr. Johnson related a happening in a Western paint store. He was making some trade investigations prior to starting a crew of demonstrators in that city when he happened to drop into a store carrying a line of well-known though little-advertised paints. He asked for a can of his prepared wax.

"We don't happen to have any of Johnson's wax in stock," replied the dealer, "but we have a floor wax that is even better—in fact, it is so much better that

turer had made him throw it out, and substitute his wax under penalty of shutting down on his credit. Although the dealer knew that his manufacturer made an inferior product, he was forced to push it and substitute it or go out of business—which would happen if he ruptured relations with the concern that he was under financial obligations to.

"It seems to me that this policy of encouraging dealers to substitute as practised by so many manufacturers marketing complete lines is working out badly for advertising, and also for the dealers who thus become innocent parties to the deception. I hope that some day advertisers will wake up to this menace and organize

WHO'S WHO WITH NICHOLS-FINN-VI



W. E. CAMERON

Copy-Writer and Merchandiser

Mr. Cameron comes from the N. W. Ayer & Son Agency, where he achieved distinction in the production of resultful campaigns for such well-known products as Uneeda Biscuit, Keen-Kutter Tools and Cutlery, Sani-Flush, Velva Syrup, Wellington Pipes, Maryland Casualty Accident Insurance. Mr. Cameron is a master of virile selling English and effective lay-out.

COPY must be more than language to get inquiries. It must be more than thought. It must be selling language and merchandising thought. Every man who writes copy should have actual selling experience, and the ability to crystallize that experience into selling English that carries conviction and puts rings in the cash register.

W. E. Cameron

Our booklet "Advertising with the Gloss Off" calls a spade by its right name. It's full of interest—practical help. Mailed on request.

NICHOLS-FINN ADVERTISING CO.

222 SOUTH STATE STREET, CHICAGO
200 FIFTH AVENUE, NEW YORK



Charter Member Audit Bureau of Circulations

Intelligent, Sustained Effort Insures Success

a national substitution league, which will have the power to curb this unbusinesslike policy; it is the only way I see of stopping it," was Mr. Johnson's comment on the experience.

This substitution, however, while annoying, does not seriously interfere with the firm's trade-extension work. In many of the cities where conditions warrant it crews of demonstrators are sent around from house to house to stimulate sales. Mr. Johnson profited by the experience of others, as set forth in **PRINTERS' INK** from time to time, and did not make the mistake of failing to back up the work of these canvassers with suitable newspaper advertising. Large space is used in the local papers telling the housewives that demonstrators will call on them, and asking for a hearing. This paves the way for the canvasser, and saves a lot of time in long-drawn-out explanations. The same advertisements state that the wax is on sale by the leading hardware, paint, drug and grocery dealers. The fast-repeating qualities of the product make it ideal to advertise in this way, and the plan is working out satisfactorily.

In view of this, it is not unnatural that the firm is attempting to do on a national scale what it has done successfully in a local way. In place of women canvassers, very handsome offset instruction-books in colors are being used which come as close as possible to a personal demonstration of the product. These books cost ten cents each in quantities. "It is our experience," said Mr. Johnson, "that the biggest liability any advertiser can have is a stockroom full of characterless printed matter. Half the effectiveness of

printed matter lies in its get-up, the way the story is presented. When we want to buy anything in this line we get the most capable firm to do it that we can find; in this case a large New York lithographer."

These books, together with a small can of the wax, making the complete essentials of a demonstration, are sent out to magazine inquiries. A nominal price of ten cents is charged for the outfit to make sure that only those who really intend using the sample will



Cleans Finishes and Polishes in one operation

Spots, scratches and finger marks disappear and the furniture and woodwork is restored to its original luster by one application of

JOHNSON'S PREPARED WAX

It gives a hard, smooth, glass-like surface that is not only *does not* *light* the dust. This polish is long lasting and protects the finish from heat, cold, scratches, finger marks, water and dust.

Keeps kept in perfect condition by occasional polishing with a soft cloth.

Every housewife who takes pride in keeping her home sanitary and in a high state of repair needs Johnson's Prepared Wax. It cleans, polishes and finishes in one

operation. You will find it a splendid polish for
Floors, Pianos, Gun Stacks,
Linoleum, Furniture, Golf Clubs,
Woodwork, Automobiles, Desks, etc.

A Perfect Automobile Polish

Makes old cars look like new, covers scratches and removes mud stains. Preserves the varnish and protects it from the weather. Shields water and dust like glass. Get a can today at your dealer's and try it on your floors, furniture and woodwork.

Let Us Demonstrate

in your own home just what Johnson's Prepared Wax will do. Our lady customers will call upon you for this purpose—please give them a hearing. Johnson's Prepared Wax is for sale by leading hardware, paint, drug and grocery dealers.

NEWSPAPER COPY USED WHILE CREW OF DEMONSTRATORS
IS WORKING A CITY

send for it. The list of magazines carrying these advertisements varies from time to time, according to the inquiries they produce.

Thinking that it would be interesting to the readers of **PRINTERS' INK** to pry a little into the firm's copy experiences, I asked Mr. Johnson to introduce me to his advertising man. "Our advertising man happens to be a lady," he came back and, answering the unspoken question, he continued: "You see, we find that the bulk of our products are bought by

Mother is the Buyer

She buys for every department of the home organization. The combined buying power of Mothers in any town makes the merchandise man of the biggest store look like a piker.

When you get your goods before Mother, you get them before the largest buyer in the country.

NEEDLECRAFT

1 MADISON AVENUE NEW YORK CITY

Member Audit Bureau of Circulations.

women, and when it comes to anything that has to do with the home, it is hard to beat a woman at writing the copy."

THE LADY BEHIND THE COPY

One did not have to talk to the advertising "man" long to see the meaning of what Mr. Johnson said. The feminine point of view came to light very quickly as we looked over the Johnson copy. "In advertising to women," Miss Jelliffe explained, "I find a faddish suggestion will often help along inquiries wonderfully. This ad which we are running now is a good example of what I mean. It has pulled three inquiries for every one our preceding ad brought in, and I lay it all to the fact that we show a picture of a woman staining a basket. You know so many women have gone in for basket-making."

I didn't know, but there is small doubt that it was just this happy idea of putting in the picture of a woman with her basket that had turned the trick.

As the coupon suggests, a large part of the Johnson advertising is now being directed at the automobile field, front covers and full pages being used in class publications reaching this field. The market growth of that industry, the obvious need of a preservative for car finishes, and the ease of reaching the best buyers appealed to Mr. Johnson, when he discovered by experimenting on his own car what a fine automobile polish the product is. Agents are being used to supplement the advertising in this field, and a special package has been prepared for the sampling. The most successful copy which has been used on auto-owners has been found to consist of massed testimonials from well-known car-owners. One particularly successful advertisement of this character is a group of testimonials done into a border, surrounding a few paragraphs of text.

In the same intensive way in which they have developed business in the automobile field, the Johnsons—for although S. C. Johnson does not take an active

part in the managerial end of the business, he still keeps his fingers on its financial pulse—have made capital out of the fact that the buyers of to-morrow are in school to-day.

MANUAL-TRAINING SCHOOLS AS A FIELD

On this theory the sales work has been extended to include the manual-training departments of the public schools. "A great many advertisers," Mr. Johnson remarked, "overlook the fact that through the boy they can kill two birds with one stone. They can educate a prospective customer for some future day, and they can get their product introduced into the home itself. Imagine, if you can, what happens when Johnny brings home his book-shelf or towel-rack or whatever it may be from manual training. What detail is there too small for him to dwell on? The family will know *all* about it, even to the make of plane used in finishing it, to say nothing of the dye he used in staining it, and the wax used to give it that appearance of 'class.' Leave it to Johnny. We consider the fact that nine-tenths of the schools in the United States and Canada are using our preparations the best reason we have for feeling that the business during the next generation is assured a healthy growth. We are not building this business for to-day, but for to-morrow. We try to do the things that will count for the most 25 years from now."

Perhaps that was what Mr. Johnson had in mind when he sent a man around the world to "look over" export conditions. He wanted to get an idea what was likely to happen after the war; he wanted to be posted on the market changes the war would bring. Acting on his representative's report, he is laying plans to advertise in other countries, particularly Australia, South Africa and New Zealand. Already publications published in those countries are being used.

"We will work those countries by specialty men selling only our line," said Mr. Johnson. "I don't



CHELTENHAM

is no one-man agency. It is a group of men who have achieved things. Each name is known wherever advertising is discussed. Some are particularly skilled in retail selling, others in wholesale selling; some are able as writers of subtle, fine copy, others as writers of very direct copy with the wallop; some have the rare knack of making an ad speak twice to you, others can lay down an ad that is brutally strong; others have a clear eye for art, and others are keen in the buying of it; still others carry through with great thoroughness the execution of all ads. The CHELTENHAM Advertising Agency is a group of men who know—experts.

INGALLS KIMBALL

President

11 EAST 36TH STREET
NEW YORK

believe in divided effort in selling any more than I do in advertising. Did you ever know a specialty salesman yet who was able to divide his enthusiasm between a number of lines, and do any of them full justice? I have not. As a matter of fact, I know from costly experience that the best results can be obtained only by properly trained men who know their line from the ground up; who literally live with their proposition, and who give it their undivided attention.

"It is just the same in business. A company may manufacture locomotives and automobiles, instead of sticking to locomotives. The management gets carried away by the inviting opportunity, only soon to find it has made a mistake, and would have done better to concentrate on the one thing it is best equipped to produce. There is just such a case in business history. There are hosts of other manufacturers who divide their energy and plant in the same way, who are being dragged down by unprofitable departments. Our theory is that when we once learn how to do one thing better than any one else to sink all our available capital into it. That is the basis for our policy of concentration—why we don't advertise a family of products instead of the one which will produce the maximum amount of good will for us. The only reason we advertise dyes in conjunction with prepared wax is that they are natural running mates—even then, as I have said, there is a question in my mind as to the wisdom of this plan. Concentration is what counts."

Salad-dressing Copy in Papers

Tildesley & Co., of Chicago, are advertising Yacht Club salad dressing in Middle Western newspapers. Although the salad dressing is the feature, the copy also shows other products of the company. Three-column, 15-inch layouts have been used.

J. B. Heath, Jr., With "Harper's Bazar"

J. B. Heath, Jr., is now associated with the Western office of *Harper's Bazar*. He was formerly on the staff of *Hearst's Magazine*.

Canadian Press Association's Convention Programme

A tentative programme has been issued for the annual meeting of the Canadian Press Association, to be held in Toronto, September 2d and 3d. The advertising committee will submit drafts of a Standard of Practice in matters relating to advertising and a standard circulation and information statement.

Some of the addresses to be delivered are the following:

"How Publishers Can Co-operate in Developing Advertising"—W. A. Thomson, Director, Bureau of Advertising of the American Newspaper Publishers' Association.

"The Press and the Public"—Dr. Talcott Williams, Director and Professor of Journalism, Columbia University, New York.

Demonstration of a Cost System for Daily Newspapers (illustrated by charts)—Pierre C. Starr, Newspaper Cost and Efficiency Expert, Chicago.

"Selling the Daily Newspapers to Advertisers"—Wm. A. Thompson, Director, Bureau of Advertising, American Newspaper Publishers' Association.

"The Value of the Editorial Page"—Joseph T. Clark, Toronto *Star*.

"The Paper and the Party"—M. W. Rossie, Port Arthur *Chronicle*.

"A Page of Advertising"—Dr. Talcott Williams, Columbia University, New York.

"More Local and Foreign Advertising for Weeklies—Ways and Means of Getting It"—John C. Kirkwood.

"A Practical Cost System for the Weekly Newspaper"—E. K. Whiting, Manager, *Journal-Chronicle*, Owatonna, Minn.

"Suggestions for Uniform Policy for Rates of Advertising for Matter Supplied by Agricultural Representatives"—D. A. Jones, *Observer*, Pembroke, Ont.

"How the Weekly Publishers of Minnesota Raised Their Subscription Rates to \$1.50 a Year"—E. K. Whiting, Manager, *Journal-Chronicle*, Owatonna, Minn.

The speakers before the Trade and Class sections have not been announced.

Porter Forms Own Agency

Harry Porter, for ten years a vice-president and director of the Frank Presbrey Company, New York, last week began business as an advertising agent under the firm name of the Harry Porter Company. Mr. Porter's connection with the Presbrey agency extended through 16 years. The new agency will devote particular effort to sales and distribution plans.

Advertising Agency Employs an Industrial Engineer

Russell N. Edwards has been engaged by the Russel M. Seeds Company, Indianapolis, as consulting industrial engineer, to assist in the preparation of the copy of machinery manufacturers.

Ernest Fletcher Clymer

120 Broadway

New York



Advertising Counsel

Copy—Plans

Business Literature

Booklets—Form Letters

Merchandizing

Phone Rector 10000

410,000

That is the print order for Hearst's Magazine September issue.

A print order on Hearst's Magazine means net circulation. What the distributor orders he pays for.

The circulation of 410,000 for the September issue is an increase of 155,000 circulation since February, which was the last issue of Hearst's in the "standard size."

This big circulation increase is not only satisfactory because of its size, but also for the fact that it represents a commensurate increase in circulation income, without an excessive increase in circulation cost.

There are a dozen ways a publication *can buy* circulation increases—there is

but one way it can gain circulation profitably—

By publishing a magazine so intensely entertaining that the public will demand it because of its interest and not “take it” because it can be “bought cheap.”

That's the Hearst's circulation way—make a *magazine good*—the public will do the rest.

| | | | | |
|-----------------------|---|---|---|----------------|
| September Circulation | - | - | - | 410,000 |
| Circulation Guarantee | - | - | - | <u>250,000</u> |
| Excess Over Guarantee | - | - | - | 160,000 |

Forms for October issue close September 1st—rate for space in excess of 56 lines, \$1.25 per line.

Hearst's Magazine

119 West 40th Street
New York, N. Y.

908 Hearst Building
Chicago, Ills.

Keeping Sales Plans Away from Competitors

The Best Method Is to Give Them the Public Mark of Ownership

By Andrew Gates

THERE are really only two ways to keep competitors from finding out your merchandising plans: one consists in keeping the knowledge carefully concealed in your own mind, and never telling about it to a soul, and the other necessitates its publication on the broadest possible scale. The latter involves a paradox, for of course your competitors will find out about it if it is published to the world in general and the trade in particular. But they will be pretty effectually stopped from *making use* of it, which is the object desired in any event.

Up to a certain point, of course, it is necessary to keep things dark. While the plans are in the formative stage, and still subject to change in important particulars, secrecy is all very well. But as soon as the information has percolated through the sales force, and definite specifications are in the hands of printers and engravers, it is certainly time to nail the thing down by telling about it publicly. Sometimes it is necessary to speak even more quickly than that, particularly when the trade gossip begins to get pretty close to the facts.

Some years ago, the writer was advertising manager for a small manufacturer in a field which is dominated by three or four big fellows, and was in a position to get all the rumors of the trade and to watch some of the big strategy. There were persistent reports to the effect that one of the large concerns—which we will call the Acme Company—was getting ready to bring out a new and improved type of machine. Some claimed to have actually seen the new product—others had heard about it from so-and-so, who had his information from an unquestioned authority—again some-

body's cousin in the Acme drafting-room was said to have talked—all of the rumors were delightfully vague, but taken together they built up a pretty well-defined hypothesis as to what was going on in the Acme plant. Everybody in the trade was convinced that the company was going to spring something, though exactly what it would be or when it would appear nobody could say.

That was the time when the Acme people should have come out in the open. Instead of which they remained silent while the Ajax Corporation, their leading competitor, brought out a machine at an astonishingly low price, put tremendous advertising and sales effort behind it, and by the time the Acme product was finally ready the market was pretty well saturated with the low-priced Ajax machines.

Bear in mind the fact that the general run of purchasers of this type of machine were not "in on" the trade rumors at all. The Acme crowd had succeeded in surrounding the thing with just enough secrecy to keep the news from reaching the consumer, while the trade was alive with it. So when the consumer saw the Ajax ad, offering the low-priced machine, he could see absolutely no reason why it was not the best possible buy in the market. Had he been told about the forthcoming Acme product, however, even though it was six months in advance, he would probably have been willing to wait for it. And in that case, it is extremely doubtful whether the cheap competing product would ever have been born.

CAN'T KEEP PEOPLE FROM TALKING

In fact, there is no tenable middle ground between absolute secrecy—which precludes any effectual *use* of the plans—and open

publicity. You cannot stop the mouths of the salesmen on the road, nor prevent the dealer from telling all he knows to the first competitor's salesman who opens the door; you cannot keep your follow-up out of your competitor's hands; the manufacturer of raw material *will* brag to your competitor about the big order he sold you, and so will the maker of your packages, cans or bottles; you may enjoin the most deadly secrecy upon your printer, but it will not necessarily keep your competitor out of the press-room; you are hiring and firing employees every day—who knows when one of them will drop a vital hint? I am not talking about dishonorable betrayals of confidence, for it is not necessary to resort to bribery or conspiracy to get track of what you intend to do. A loose tongue—which is by no means a rarity—in a head which means to do the square thing beyond peradventure, may quite innocently upset the apple-cart a dozen times a day.

No, the only effectual way to head off gossip, when once it has started, is to come out with the facts over a signature that admits of no question. Denials avail nothing, while a policy of silence only gives competitors a chance to work out some method of getting there first. On the other hand, a declaration of policy is a declaration of ownership. Publication is pre-emption. No concern is anxious to appear in the light of a trailer, and will not imitate the *announced* policy of a competitor. But if it happens to find out about the policy *before* it is announced, and can put it into effect first, the shoe is on the other foot.

Just now the Goodrich Tire people are taking a good deal of credit for being the first to put across a revision of tire prices and discounts. I happen to know that so long as three years ago the question of discounts was very much to the fore in other tire concerns, and some of them had even gone so far as to "sound out" the dealers with a view to getting a more equitable basis for all concerned. Whether the B. F. Good-

rich Company was really the first to discover a workable plan doesn't at all matter. It was the first to *announce publicly* that a new price schedule would go into effect, and can properly claim the credit. If some other tire concern was trying to put the thing over *sub rosa* it found itself in the "me too" class as soon as the Goodrich announcement appeared.

There is a certain concern right now which is waiting for the "psychological moment" to announce a specialty, said moment being expected "when times get a little better." The specialty is supposed to be a profound secret—which it isn't, as this article attests. Furthermore, anybody who chooses can go down to the Patent Office at Washington, and read all about it. The owners of competing articles aren't making it any easier for the specialty to be launched when the time comes. Dealers have heard rumors of it, but competitors' salesmen are carefully telling them that there is "nothing in it," and stocking the dealers with their own products. A frank announcement of the specialty *right now* would probably obviate a lot of hard work later.

NOBODY CAN STEAL THIS COPY IDEA

In PRINTERS' INK for July 8 appeared an account of the campaign for Sterling Gum which includes details of the advertising plans as far ahead as next fall. A very elaborate booklet has been prepared for dealers, in which the plans are described in detail, and much of the newspaper copy, the window-strips, etc., is reproduced. Isn't that giving a lot of valuable information to the concern's competitors, like Wrigley and the American Chicle Company? Not at all, simply because it is *published* information. It is in effect a warning to Wrigley and the other competitors to "keep off the grass." Every attempt to take advantage of the information will be detected instantly. Nobody can steal the copy, or imitate the style of the copy, without being set down at once as a trailer. Above all, the dealers are in possession

of the facts at first hand. No competitor has any very good chance to start rumors which reflect upon the company's policy, for the policy is spread out in black and white.

That last item is of perhaps more importance than appears on the surface. It really is a fact that some concerns keep their sales policies so secret that the only source of information their dealers have is the salesman for competing lines! And it extends to the public, too. The woods are full of automobile salesmen who tell you, "Yes, the — is a good car all right, but next season the price will come down about \$300, and then where's your investment? Now with *this* car—" and so on. Henry Ford's advance announcement of a rebate of \$50 per car if his sales reached a certain volume, was a shrewd move in more ways than one. He stopped a lot of potential misinformation by coming out in the open and telling people what to expect.

Then there is another side to the secrecy proposition. The more successful a prominent concern is in preventing information from getting to the public, the more misleading information will be circulated and find credence. The late G. A. LeRoy, advertising manager of the Western Clock Company, who died from wounds received on a battle-field in Europe, wrote to PRINTERS' INK back in 1913: "Some day we may give out the inside of Big Ben's story, and PRINTERS' INK will get it first, but this will be done to set at rest the absurd statements which have appeared from time to time in regard to the origin of our campaign—statements which are a rank injustice to the Western Clock Company and a rank injustice to advertising in general."

The moment an individual or a corporation becomes prominent, a certain amount of curiosity is inevitably aroused. Part of it is legitimate curiosity, and part of it isn't, but it all results in talk. It is a human failing to dislike to appear uninformed, and the man who will say "I don't know" is a rarity. And like the village

scandal which grows with repetition, somebody's idle speculation about the affairs of a corporation spreads from mouth to mouth until somebody prints it. An unqualified denial *may* stop it—and may not. But the right time to stop it is before it happens.

When the senior J. P. Morgan insisted that the newly organized United States Steel Corporation should issue monthly statements to its stockholders, including not only the conventional balance-sheet of assets and liabilities, but also detailed information concerning the output of the various plants, the unfilled orders on hand, etc., there were plenty of people who declared that the policy would be suicidal. "What?" they said, "Shall we tell our competitors how much business we did last month, how much business we have got ahead of us, how much profit we made?" Yes, they should. And they did—are still doing it, in fact. The writer has heard it declared that the Steel Corporation has the largest and most efficient advertising department in the world—and the remark referred to the department which gets out these voluminous reports to stockholders. Perhaps it isn't advertising, in the sense that readers of PRINTERS' INK would use the term, but it has undoubtedly had great influence in giving U. S. Steel its stability of value on the market.

And when the company was obliged to answer a Government charge of restraint of trade, there was the record of its activity from the start. To be sure, these reports dealt only with results, not with methods; but they raised the strongest kind of presumption against the existence of secret or underhanded selling tactics.

In brief, the attempt to keep secret a business policy which affects any considerable portion of the public or of the trade, lays one open to one of two things; its discovery, or the invention of something to take the place of a discovery. Full and frank publicity, on the other hand, stamps the mark of ownership on it and puts the idle rumors to rest.

Experience in Building Successful Window Displays

Practical Window-display Man Tells How He Solves His Various Problems

By John T. Witsil

Of Brentano's (Books), New York

WINDOW displays viewed from their construction may be grouped as an idea, a design, a picture, or a story.

We will suppose a book is brought to us and the orders are given to make a window display of it. First of all, the reason for putting it into the window is to attract attention to it, to make people consider it, to cause them to stop for a moment in their walk up or down town, forget what is on their mind at the time and cause them to come into the store and ask about it. To accomplish this what would you do? Will you create an idea, or make a design, or construct a picture, or tell a story? What will be the best thing to do with the book in question, taking event, circumstance, material and purpose for the display into consideration?

I will give some personal experiences better to explain what I mean. When the book, "Cab 44," was brought to us and we decided to make a window display of it, we took the book, examined it, considered the things just mentioned and built a window which made a hit. A wooden frame was made, upon which the books were put; the jackets were cut so as to spell out the letters about three feet high and eight inches wide, "Cab 44." This was an idea. Incidentally the publishers of this book, to back up our efforts while the display was on, secured an old cab, painted it yellow, the color of the cab in the story, dressed the horse in yellow harness and the driver in yellow clothes, had the number 44 painted in large black letters all over the cab, and directed the driver to drive slowly

up and down Fifth Avenue.

He did. No, I should say, he did not. Failing to secure some kind of a street-advertising license he was arrested and wound up in jail. I have never been able to determine the guilt or the innocence of the publishers. Intentional or not, it was a good advertisement.

Several months ago we made a window display of a book called "The Man of Iron." It is a story of the Franco-Prussian War of 1870. I placed several French and German flags in the window to attract attention and then went home and prayed all night that some wild man would heave a brick through the window. Such an opportunity for publicity was too good. No brick went through.

DISPLAY OF BOOKS TO SELL PEDESTRIANS

When a book called "It Happened in Egypt" was brought to us, and considered for a window display, the examination of the book showed many possibilities for display, either as an idea, design, picture or story, but due to other things that were to go into the window, the fact of an idea, a picture, or story had to be dismissed. This book was published in the spring, just at the time when many people were considering the Southern Mediterranean trip, and as many of these people walk to their offices in the morning, south on Fifth Avenue as a matter of exercise, the books were put in the window with all striking features of the arrangement facing north, to catch the eye of those walking south. This was a design.

Recently the chiefs of the fire departments of the larger and important cities of the world held

Portion of address given before the Convention of the International Association of Display Men in New York, August 2-5.

8.1 Miles of Blue-print Paper

One division of the Consolidation Coal Company in Fairmont, W. Va., 'used 8.1 miles of blue-print paper in one year.

In the anthracite field of Pennsylvania for every ton of coal raised to the surface thirteen tons of water must be pumped up. Think of the demand for pumps in this region!

One of the large electrical concerns last year sold over two million dollars' worth of their products to the coal mines.

On the other hand, the Rock Island Coal Mining Company of Chicago make purchases of equipment each year, they write us, aggregating half-a-million dollars.

A few odd facts such as these open your eyes to the insatiable buying capacity of the coal mines.

And there is one paper which reaches 74% of the coal mines in the United States which produce 20,000 tons or more per year. This figure is based accurately on data compiled recently.

That paper is COAL AGE.

If you have a product that "belongs" in this field won't you be glad to have us submit further facts and figures? We shall be glad to do so.

Coal Age

Coal Age is one of the five Hill Engineering Weeklies, published at Tenth Avenue and 36th Street, New York City. The others are *The Engineering and Mining Journal*, *Engineering News*, *American Machinist* and *Power*.

All members of the A. B. C.

Attracting New Money During a Dull Season

¶ Admittedly, July is not the most propitious month to launch a new enterprise—yet “The Sperry Magazine” “went strong” all over the country.

¶ The demands of enthusiastic Merchant-Distributors from Maine to California for “**more magazines**” were greater than we could supply with a distribution of over 500,000.

¶ “The Sperry Magazine” plan of co-operative service already has proved its ability to bring new custom and new money to the progressive dry goods merchants of America who advertise and feature this New National Monthly for the Woman-Who-Buys.

¶ It means an added link of friendly interest between these retailers and the homes which they serve.

¶ Also—it means a new, direct and important medium of sales promotion and trade expansion to every manufacturer who **must** tell his story to the woman—the most persistent—as she is the most intelligent—buyer of everything pertaining to the household.

***“The Sperry Magazine” should be on
YOUR new list***

THE SPERRY MAGAZINE

Published For The Woman-Who-Buys

Two West Forty-fifth Street, New York

WILLIAM STARR BULLOCK, *Business Manager*

a convention in the City of New York. Those attending came from almost all quarters of the globe. At infinite effort and trouble we gathered together many articles of intense interest relative to the history of fires and fire-fighting, photographs of noted fire chiefs, models of fire-fighting appliances and specimens of headgear and material used by the fire departments and brigades of other countries as well as our own. All these things and a complete collection of practically all books in print that had any bearing on the subject were displayed, crowned by a grouping of the flags of all nations. All this greatly interested the people who passed by, and brought many into the store and warmed the hearts of the visiting chiefs. This was a picture.

To explain what I mean by a "story window," I will describe a recent display of a prominent playing-card manufacturer. This window was to tell the passerby that in all the world there were no playing-cards like the ones made by him.

First, scattered over the floor of the window were playing-cards, in and out of boxes. Five shapely plaster-of-paris arms held in daintily poised fingers a hand of cards; one hand held the cards used in an Italian game, another those used in a German game, another those used in a Chinese game, and so on. In the center of the window was a large globe of the world slowly revolving. Above this, with widespread wings and outstretched neck, was a large eagle, holding in its beak a set of the playing cards made by this concern, and a sign telling all who looked. "In all the world no cards like these." This was a "story window."

DENNISON'S ELABORATE SHOWING

A more recent example of a story window was made by Dennison's, the paper-tag manufacturers, in one of their Fifth Avenue windows.

The window was fitted up as a kitchen, showing a large range. On the stove was a pot used for

stewing fruit. In the pot was a large stirring-ladle. Above the pot were several rows of shelves, and on these shelves were glass fruit-jars. In the jars were different kinds of fruits, and on each jar was pasted a paper label and printed thereon was the name of the fruit contained in the jar.

Now, Dennison's do not sell stoves, nor iron pots, nor spoons, not fruit, nor fruit-jars. But they do sell what the display subtly made very emphatic through the story it told, and that was printed paper labels to paste on fruit-jars.

I do not know that I can give any better ideas of what window displays are or should be than to describe these displays as I have. You must decide the best thing to do with the material you want to show. Each one of these four windows of ours was successful, in that it brought people into the store to purchase the books displayed.

As for the method of building a window and the personal requirements: first of all the window-dresser must be one who can handle a hammer and saw as well as being able to build a bridge out of toothpicks, and no matter what happens and how much he sweats, no matter what the burdens of suggestions, or demands are, he must not get discouraged. He must be prepared for anything. A little swearing now and then will serve to relieve the strain.

I am frequently being advised, when I hesitate for a moment or two in an endeavor to think just what to do, by something like this: "Oh, it is easy! Just make a pile of them in the center and build the other things around." Sure, it's easy! So easy that if we get away from the store before one o'clock we are lucky.

Eliminate as many corners in your window as possible. By this I mean that the window that is oblong or square, with four right angles, is easier to work with than one that has obtuse angles, or has injected into its construction pillars, either square or round, that add to the number of angles that have to be taken care of to enable you to get the best effect.

If these things do inject themselves into your window, always build to cut them out, unless the things that interfere with the symmetry of your display are so built that they in themselves, on account of their position, render themselves an aid. The conventional window display is the one of "even" build, each side balancing itself from the center. The unconventional window is the one where you disregard the rule of unity, and build more according to the rule of diversity, not only in material but in outline.

LITTLE CHANGES AFFECT HARMONY OF DESIGN

Some time a book switched from one side to another, or a round lamp-shade put in place of a square one, will cause a more harmonizing appearance of the whole. When you look at your window and something dissatisfies you, or grates on you, examine its outline and find out its fault, and often a slight change, such as those mentioned, will benefit immensely.

I have been asked at times how I manage to build and keep my lines straight. I do this by knowing which window sills, or the railings of the fire-escapes on the building opposite, are even, and keep my lines straight by using them as a level. When the piles of books I am building get so high I am unable to use them, I stand in back and use the cracks in the pavement or the curbing for levels.

When I want to locate the focal center of the display, not the window, I watch the people go by and govern and determine about where it is by measuring the height of a medium-sized person's eyes from the ground, note just about where they would naturally rest without effort and place the thing I am going to use to attract just about where their eyes would unconsciously rest. If the construction of the window display prevents this, before I begin I paste several small stickers on the outside of the glass and use them as a guide.

The matter of fixtures is one each must decide upon himself. Your necessities govern that. But

above all things, do not have any permanent fixtures built into your window. Have the floor space low and level.

I have found that the most useful and helpful things for building book windows are small wooden boxes, made up in four sizes. You can never have enough of them. With them you can change the floor to any height or depth, build any kind of shelves, ledges, or piles, and even make complete circles.

It is well to have some idea of what you are going to do before you start on your window, but it is not advisable to map out any actual creation unless it is a picture or story window. But even in considering these, you must be prepared for a certain amount of elasticity in your ideas to enable you to surmount the many unforeseen minute things that are bound to occur to obstruct the readiness with which you supposed you could proceed. Once you have a little idea of what you want to do or what you are going to do, you will find that the work moves along in a sort of mechanical way, and that one book or thing laid down silently tells you where the next one is to be placed.

I have endeavored in this paper to give some thought regarding displays of books as much as I am able in such a short space. Each thing mentioned could be extended in detail that would cover the multitude of points that crop out in work of this kind. And all these things are factors in selling books.

Agency's New Accounts

The Dave E. Bloch Advertising Agency, Inc., New York, has secured the advertising accounts of the Annual Business Shows Company and the C. E. Sheppard Manufacturing Company, both of New York. The former will probably use class and business publications and newspapers in New York, Chicago and Boston, and the Sheppard company will use a small list of business and class mediums and large city newspapers this fall.

John A. Tenney, who represents the publications of the Methodist Episcopal Church, South, in the West, has appointed Edward L. Greene to his staff.

Good Cheer in Sorry Times

"THE FIGURES for the first half of the year are distinctly encouraging. Railway earnings are getting larger, and the same is true for the revenues of the telephone and telegraph companies. Steel, coke, coal, and pig iron are more in demand, and cotton consumption is in excess of that for the same period last year. Building is one of the few basic industries which does not fall in with the general trend toward greater activity. Crop reports are all that can be desired, though summer floods may mar the record in some localities. At the same time conditions abroad have put our country in a commanding, if not in the leading, financial position. Any great development here will necessarily wait on that settling of world conditions which alone can make the industrial future reasonably predictable. Meanwhile the United States is growing all the time—slowly, it is true, but with the solidity of an oak. One very interesting proof of this is speculation in war, near-war, and maybe-war stocks. 'Uncurbed insecurities' seems a fit description. All these facts show that the material basis is here for whatever advance we are capable of making. There never was a time in our history when business statesmanship had so extensive a field as it has to-day."

An editorial from Collier's, August 14th, 1915.

5¢ a copy
Collier's
THE NATIONAL WEEKLY

A. C. Z. Hammesfahr.

Sales Manager of Advertising.

Seven Methods of Getting Department Store Clerks to Push Brands

An Answer to a Manufacturer's Question

By J. F. Beale, Jr.

Adv. Mgr., Saks & Co., New York; formerly of R. H. Macy & Co., New York, and Strawbridge & Clothier, Philadelphia

A FEW days after the publication in the July 22 issue of *PRINTERS' INK* of my article addressed to the manufacturer seeking the co-operation of the department store, I received a letter from a prominent manufacturer asking a pertinent question.

The reply may properly, I think, be through the same medium that was the means of inspiring the inquiry. It may be of some help to others beside the one who wrote the letter. Here is the letter:

"I have read with great interest your article in *PRINTERS' INK* entitled 'What I Would Do as a Manufacturer If I Were Seeking Department-store Co-operation.' I was particularly struck with one of your statements which read substantially as follows: 'And do not forget that the salesperson is the connecting link between the manufacturer and storekeeper on the one side, and the consumer on the other. No chain is stronger than its weakest link. See to it that the salespeople are thoroughly trained in the merits of your product. A diplomatic manufacturer or his representative can effect this readily. One of the most successful manufacturers of "branded" underwear for men gives, with the consent of the merchants, five cents on every garment of his make to the salesperson who sells it.'

"Would I be trespassing too heavily upon your time to ask your suggestions as to how the training of employees to greatest efficiency in salesmanship of a given line may be accomplished?"

To answer this question comprehensively would require more space than was given to the original article from which it is quoted.

First of all there must be organization for such work. It

cannot be successfully done in a haphazard manner.

Given the sales clerk of only average intelligence and he or she can be trained to high efficiency by the right methods.

It is first of all quite as essential to give the sales clerk selling points and facts about the merchandise as to provide that clerk with the merchandise itself and with prospective customers.

"OLUS" AS AN ILLUSTRATION

Let us take as an example Olus underwear for men, now making such a strong publicity campaign in New York City.

We will suppose the following case as an illustration of the possibilities of training a clerk to sell a specified brand. It is taken for granted that the clerk has already learned the rudiments of selling.

A customer comes into the men's furnishings section of a department store and says to the clerk, "Let me see some medium-priced lightweight underwear, please."

The clerk who is mechanical will probably say, "Yes, sir, what size? Athletic or with sleeve? Short or long drawers?" and proceed to show two or three lines of garments.

The clerk who has been specifically trained will say "Yes, sir. Your size please?" Or he will measure the prospective customer's waist and chest. He will then take from the shelves ready to show two grades of separate garments at say one dollar a garment, but he will open a box of "Olus" coat-cut union suits of the correct size priced at two dollars.

The customer has not asked for union suits and may say, "I prefer the separate garments." Not to antagonize the customer the clerk states the price, but deftly returns

to the "Olus" union suit and says, "Have you ever worn union suits?" or something to that effect. "I would like to suggest that if you try these, the famous 'Olus' brand which you have no doubt seen so extensively advertised, you would find them very much more comfortable than the two garments. There is no doubling of garments at the waist, consequently the 'Olus' is cooler and more comfortable. The fit is much better than is the case with the two garments. They are very easy to put on and equally easy to take off; much easier than the double garments, one of which has to go on over the head. They give absolute freedom of action. We have them in several knitted and woven fabrics."

If the customer has become interested in the "Olus" union suit it is then time to suggest that there are finer suits at \$2.50 and three dollars, thus possibly making a sale of higher-priced goods. The paramount point, from the manu-

facturer's standpoint, is to make an "Olus" wearer out of a two-piece underwear user, thus making one blade of grass grow where before there was none.

CLERK MUST BE CLOSELY INSTRUCTED

Very simple and easy you say. Yes, but the *average sales clerk will not attempt it*, and the *average or better-than-average sales clerk will not succeed in doing it without instruction*.

"So far, so good," you say. "But how am I to get at the sales clerk to train him in this very desirable method?"

There are several methods that may be tried. I cannot mention all that are possible; indeed many will not occur to me, but following are methods that I have known to be successfully operated.

1. Let the manufacturer secure the permission of the buyer of the department, and possibly the general manager of the store, to give a talk or to have some well-qualified man give a talk on salesman-

The George L. Dyer Company 42 Broadway New York



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

ship to the sales clerks of the department or to a group of salespeople of that and allied departments. Let this talk be on the fundamental elements of salesmanship, with the specific instance of the "Olus" transaction above outlined brought in as emphatically as possible.

2. Induce the buyer to give his sales clerks instructions covering the "Olus" illustration.

3. Prepare a booklet covering this point and others, and secure permission to distribute them to sales clerks.

4. Induce the store to place a "P. M." or special bonus on the sales of your specialty which you cover to them in the shape of a small special discount—that is if granting such a discount is not against your policy.

5. Offer prizes to be given weekly or monthly to the clerk selling the greatest number of your specialty. This should be done through the buyer and with the permission of the house only.

6. Supposing that your line were "Olus" underwear, you should see to it that the buyer and his assistants and the sales clerks wear it themselves. If they approve of "Olus" the sales clerks are likely to take their cue from them.

7. See to it that the display man is enthused. He ought to wear "Olus," too, and so should the advertising man. There need be no "graft" nor even the suggestion or suspicion of anything irregular about this. It is only intensive salesmanship. When the sales clerk realizes that the house is pushing "Olus" by window displays and advertising they will do their share more readily and more easily.

Of course, if the manufacturer does not co-operate with the store fully and freely he will probably not have the opportunity to put these suggestions to the test.

STORE ALWAYS REASONABLE IN
MEETING REQUESTS

On the other hand if he meets the store half-way or more than half-way on every reasonable requirement and makes valuable suggestions for sales promotion he

will find most stores abundantly willing to co-operate with him.

If the manufacturer's line gives as ample satisfaction as does the "Olus" underwear here taken merely as an illustration, he should not find it difficult to gain co-operation in some phase as outlined.

And remember the point of approach to the store is not alone along the line of percentage of profit, though needless to say, that is important. Of great importance to the wise merchant are the satisfaction-giving qualities of the goods; their power of trade-making and trade-keeping; whether or not they are good "repeaters"; the ease with which they may be sold, and how they stand in the opinion of the buyer and possibly one or more of his assistants.

Here, Mr. Inquirer, is your answer which I trust will convey to you, and others who read it, some points of which you may be able to take advantage.

Maker Wants Only Perfect Victrolas Sold

The Victor Talking Machine Company recently sent out a letter to the trade emphasizing the fact that it does not want any of its goods that may be damaged by fire to be offered for sale thereafter, and agreeing to make adjustments on damaged goods which are returned to the factory. The letter says in part:

"The Victor Talking Machine Company is anxious to avoid all possibility of Victor goods that have been even slightly damaged or discolored being marketed, to the injury of the reputation of the product. In order to avoid damaged goods being disposed of to the public, the Victor Talking Machine Company is prepared to co-operate with the insurance companies and you and to make liberal propositions for the purpose of arranging in an amicable manner for the return of partially damaged goods to the factory, where repairs may be made at cost or disposed of as scrap."

Goldstein Resigns from Victor Typewriter Company

J. E. Goldstein, for the past two years advertising manager of the Victor Typewriter Company, has recently resigned. He plans to go in business for himself in New York City.

Baltimore Has New Drink

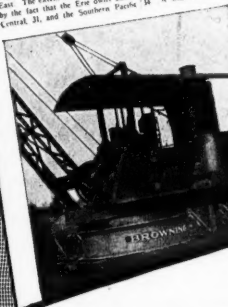
"Volco" is being advertised with single- and double-column copy in Baltimore newspapers. "Volco" is a five-cent drink advertised as "a volcano of joy."

Uses of the Locomotive Crane in Railway Service

This Machine is Solving Many Problems in the Engineering, Maintenance, Stores and Operating Departments

One of the first extensive uses of a locomotive crane by a railway was on the Erie about 1899, the machine handling coal with a grab bucket from cars to storage piles and from storage to cars for re-shipment. From this beginning, its use has spread to practically all of the roads in the country, although the masters of the larger roads in the West, as the Chicago, Burlington & Quincy, the Illinois Central and the Southern Pacific, the largest numbers of these cranes in railway service are still in the East. The extent to which they are used is present in indicated by the fact that the Erie owns about 40 machines, the Illinois Central 31, and the Southern Pacific 34. A wide variety of

the under, engine, boom and all hoisting drums, clutches, brakes, etc., used in propelling the car, allowing the upper structure and operating the various lifting and control lines. The distinguishing features as compared with other types of cranes are the high power, speed of operation and the full circle swing. Locomotive cranes are ordinarily mounted on standard gage trucks of either four or eight wheels, but for some classes of special service, gantry or portal mountings are provided in order to place the crane directly over the cars in which the material is being loaded or unloaded. While the four-wheel cars were very generally favored a few years ago, the tendency is now to use cranes frequently for switching cars and to haul them more often in high speed trains has led to the more general adoption of the eight-wheel type. The car body is generally made of steel, and a length of at least 24 ft is favored to make the car ride easy in turns. The boiler end of the upper structure should not extend beyond the end of the car. Some roads require a freight car air brake schedule on eight-wheel cranes and in some cases both locomotive and freight car wheel cranes are provided. Steam brakes are more common, however, schedules are provided.



Why the Railway Age Gazette Is Read with Interest and Confidence

Time and again we have said: "The Railway Age Gazette is read with interest and confidence." The above illustrated article from the July 16, 1915, issue of the RAILWAY AGE GAZETTE is a striking proof of our repeated assertions.

This six-page article, "USES OF THE LOCOMOTIVE CRANE IN RAILWAY SERVICE" required

Fifteen Months of Research

Think of it! Two members of the Editorial Staff spent fifteen months gathering the data that made possible the vivid presentation of this subject. And so intensively did they handle it that they brought out many facts which even the manufacturers of locomotive cranes did not know. Of course it takes time to pro-

duce anything worth while; of course it costs heaps of hard-earned dollars to maintain a corps of trained writers to produce articles like the above. Nevertheless, we consider the time and money well invested if it makes the reading pages of the *Railway Age Gazette* more interesting to its readers.—The Billion-Dollar Customer.

These two phases of advertising—Interest and Confidence—should receive the serious consideration of every manufacturer.

Simmons-Boardman Publishing Company
NEW YORK CHICAGO CLEVELAND

Members Audit Bureau of Circulations.

*Number Six of a Series on
Advertising Results*



You will be interested in knowing that our advertisement headed "Customers First" which appeared in your April 15th issue, was largely responsible for the acquisition of two new accounts—one a large national advertiser.

Please have your Chicago representative call on us early in June, as we are considering doing more advertising soon. We cannot find his address in the telephone directory.

Very truly yours,

YOUNG, HENRI & HURST

May 7th, 1915



"Father Says"

Remember as far back as when you were a youngster? When you figured that what Father said was just about so?

That is the way HOME LIFE'S readers look up to the editorials headed "A Few Minutes with Father."

And this respect for HOME LIFE goes all through the paper, stories, advertising and all.

I make it so because I believe in the "Fair Play" ideal. This asset is waiting for all those who advertise in HOME LIFE.

Will you dare overlook it?
I think it's your move.

Father

[My real name is ARTHUR
A. HINKLEY and I publish
HOME LIFE in Chicago.]

* Regards to Farm Journal.

What Copy-writers Can Learn from Story-writers

The Narrative Style Is So Flexible that It Can Be Wrapped Around Any Selling Argument Under the Sun

By Newton A. Fuessle

[EDITORIAL NOTE: Mr. Fuessle, formerly advertising manager of the Chalmers Motor Company, Detroit, for several years has been a frequent contributor of fiction to the magazines. He therefore is writing with a knowledge of both advertising and story-writing.]

"BILLY KEYS is late at breakfast. He swallows his meal in a bite and runs for the train. He is bounding up the concrete steps to the station. His foot slips and he falls with unbroken force. He is taken to the hospital. He has broken his collarbone—"

Such is the swift and vivid narrative with which a recent full-page advertisement in *McClure's Magazine* starts. It is Maryland Casualty Company copy, and illustrates the value of the narrative style in copy, as opposed to the argumentative or purely expositional.

Some of the best advertising copy of to-day is that which tells a story. You can lay hold of the world's attention with a grappling-hook if you can tell it a story.

From Homer to O. Henry, it has been the story-teller who has held the ears of the multitudes.

The American Telephone & Telegraph Company tells a story nearly every month in its display copy.

"Ages ago, Thor, the champion of the Scandinavian gods, invaded Jotunheim, the land of the giants, and was challenged to feats of skill by Loki, the king," begins one such attempt of this great, worldly-wise organization to reach the attention of the American public. It is an effective "lead." It contains all the charm of a fairy-tale's beginning. Charged with the rugged and picturesque atmosphere of Norse folk-lore, its tendency is at once to win its way to the tradition-loving heart of the Scandinavian portion of America's population, while its story-

appeal gets the interest of readers in general.

The copy-writer, it seems to me, can do no better than to remember that he is telling a story. The copy-writer is the troubadour, the story-teller of modern trade.

COPY AS A "SHORT-STORY"

The short-story form in literature and the copy of modern advertising, in fact, are closely akin. They are tied together by closer bonds of affinity than most story-writers or copy-writers know or guess. And the finer examples of workmanship in each line embody invaluable lessons to toilers in the other.

The story-writer and the copy-writer are first cousins. Each must deliver his goods under similar stern, exacting, restricting conditions of space and technique. Every piece of display copy is a short-story, condensed into the limits of the printed page, generally less, and but rarely permitted to run on into the golden acreage of a center-spread.

Few copy-writers realize what powerful and essential lessons they have learned from short-story writers. Writers like Hawthorne, Irving, Poe, Bret Harte, Guy de Maupassant, Kipling, and O. Henry have bequeathed invaluable lessons in the use of brevity, vividness, atmosphere, and attention-grabbing narrative "leads" to writers of modern copy.

The use of atmosphere, character delineation, and the narrative form, are being adopted more and more widely by the best copy-writers of to-day. And these essential forms of technique they have learned to a large extent from the story-writers. These are three cardinal elements of story-writing, and an examination of any representative advertising section of a contemporary American

magazine will show how thoroughly they are beginning to saturate the copy-writer's craftsmanship.

THE ELEMENTS OF ATMOSPHERE

Take atmosphere. The makers of "Bull" Durham seem content to rest their case with weaving the atmosphere of the society man about their product. "Bull" Durham is not the smoke of novices or dabblers in tobacco enjoyment," runs a recent piece of copy, "but of connoisseurs, smokers of experience, whose tastes have been trained to a fine discrimination and appreciation of tobacco quality."

Note the incessant atmosphere of the clubman, the society man, with which its copy-writers clothe this tobacco. With it are run pictures of clubrooms, foyers, elegant motor-cars, ease, luxury. It is atmospheric copy of the first water.

Omar cigarettes are advertised almost entirely through an atmospheric appeal. Here it is the rich, oriental color note that is struck. The appeal is to the eye. The rich, exotic poster-drawings of Louis Fancher, illustrating scenes from Omar, are relied upon to carry the message to the smoker. Here is atmosphere, pure and simple. It's the appeal to the same senses of romance, of color, of poetry to which the story-teller appeals.

Old Hampshire Bond stationery is also advertised atmospherically, so to speak. Surrounded by its black-and-white monkish border, the copy is an appeal to that inherent love of dignity, of superiority that abides in us all. "You can test the soundness of our argument for Old Hampshire Bond," runs a bit of recent copy, "if you will have a letter written on one of the sheets we will gladly send you. Fold and unfold it and place it on your desk with ten other letters received in your mail, not on Old Hampshire Bond. This is a simple test, but it should prove to you what kind of an impression you would like to have your letters make on your correspondents."

The atmospheric subtlety of

the appeal is striking in its effect. Again, we behold an effective commercialization of the element of atmosphere which the story-writer employs to such fine advantage.

Packard and Pierce-Arrow motor-cars go in strongly for atmospheric effects in their advertising copy. They have tested and know its values. The principal appeal is to the buyer's taste. Packard, last autumn, ran a page advertisement consisting of nothing but a picture of their car and an excerpt from a monograph on "Taste."

Another notable piece of Packard copy, entitled "Traveling First Class," contained three brief paragraphs, one of which ran: "The man or woman who selects the Packard is simply carrying out the American idea of first-class travel." The illustration showed an imperial limousine pausing in front of a superb railway station. The appeal was wholly atmospheric—rather than in argumentative presentations of "reasons why," or mechanical specifications, or comparisons with rival cars.

A remarkable development in atmospheric copy was the recent second cover of *Vogue*, on which appeared an advertisement of the McCallum Hosiery Company. There was a picture of a dancing-girl, with highly impressionistic background. Beneath the drawing was the line "Send for handsome booklet. You just know she wears them." Here was salesmanship by means of atmospheric suggestion.

THE EFFECTIVENESS OF "CHARACTER INTEREST"

The graphic depiction of characters is one of the fundamental requirements of the story-teller's art. This principle has been used to excellent advantage in copy-writing. The quaint, intimate, wholesome, chatty examples of Velvet tobacco copy have made the droll character who philosophizes about Velvet almost as vivid as a David Harum.

The copy-writer has learned from the story-writer the value of capitalizing that interest which we all feel in striking personalities.

Wove example

Phoebe Snow has become as vivid and likeable a character to us as Janice Meredith. Old Dutch Cleanser, the Gold Dust Twins, the grinning "Ever-Ready" razor face, and the Josh Slinger of Hires' Root Beer fame, are further examples of the use of character in advertising.

Back of the use of characters, such as these, in advertising, of course, is the effort to invest the product sought to be sold with human interest. It is, broadly speaking, a humanization of advertising. Witness the humanization of copy which the Temco Electric Motor Company is undertaking. A recent piece of their copy, in the form of a letter addressed to "Mr. Ford Owner," reads as follows:

"My name is Temco—I'm a shock absorber—a bump spoiler by trade.

"I'm small, good looking and can save you bumps and money."

This novel letter was signed, "Yours efficiently, Temco, Himself."

When Beeman began to make and sell pepsin gum, he at first used a picture of a pig in his advertising, believing that the source of the pepsin, namely from the digestive juices of the pig, was a sufficiently interesting fact to warrant its use in the company's advertising. A pile of money was spent in a campaign, but the gum didn't sell. Trying to tempt people into the use of a new confection by making them think of a swine didn't work. Someone casually suggested that Beeman's own picture be used instead. He yielded. The benign face, which all of us know, seemed to create an atmosphere of confidence in the new confection which eventually made it a big seller.

The Spotless Town of Sapolio's makers has laid hold of popular attention with all the vivid interest of a nook in fairyland, while the quaint characters with which the place has been invested have appealed to the fancy with all the attraction of characters of engaging fiction.

Woven into the most effective examples of modern advertising,

one beholds that other fundamental fiction-essential—the appeal to the emotions. There is nothing cold-blooded about selling. A salesman may talk himself black in the face with logical reasons why his prospect should buy. He may convince his prospect that he ought to buy, may overcome every objection, and yet fail to get the name on the dotted line. We are a nation of expert sellers, but of less efficient buyers. We are successful salesmen, because every effort is put forth to train men how to sell. But as buyers, we are amateurs. We buy on impulse, which is emotional. Hence the best advertising copy, having taken a further leaf out of the story-writer's art, does not lose sight of the appeal to the emotions. Witness the patriotic appeal in the Saxon Motor Company's copy entitled "Sweet Land of Liberty," and the appeal to love of friends and family in a recent Chalmers "spread," which discussed in homely language the question of who rides in the remaining four or six seats of a five- or seven-passenger motor-car.

Note the treatment in a recent Packer's Tar Soap advertisement in which the appeal is to one's memory of boyhood days and his love of his mother. "Do you remember," begins the copy, "years ago—when mother slipped the kitchen bowl over our heads and clipped that fringe of hair beneath—and followed with a good shampoo!"

The narrative style of copy furnishes the best possible vehicle for the use of those other two borrowed elements from the story-writer's art—character and atmosphere. Little wonder that so many copy-writers have found the long-sought solution of their advertising problems in the necromancy of narrative.

Elbert Hubbard employed the narrative style in nearly every piece of copy he wrote. The Fra knew that the world still loved to be told a story, and that the door is always open wide to the minnesinger of commerce, the troubadour of trade. Two quaint char-

acters he wove *ad libitum* into his copy—himself and Ali Baba. Atmosphere a-plenty did the Fra spin into his advertising narratives. He borrowed liberally from the work-basket of the story-writer.

The attractive thing about the narrative style for advertising copy is that it is so flexible that it can be wrapped around any selling argument under the sun. The narrative style has made many an orchid bloom on the most blighted branches of the most jaded trees of sales argument.

Rudyard Kipling declared once that he read the advertising section of a magazine before he read the text-matter proper. This master of the short story knows the singular closeness of the kinship between the story-writer and the copy-writer.

In the vast number of house-organs published in America lies perhaps American manufacturers' greatest tribute to the narrative style of the story-writer. The house-organs are, issue after issue, telling the running story of the business they seek to advertise. The editors of many of them are themselves writers whose names appear frequently in the fiction magazines.

New Way of Getting Prospects

A new method of getting prospects for life insurance is being advertised by the Inter-Southern Life of Louisville, Ky. It has started an automobile contest for women. Those who turn in the names of friends who are willing to be solicited will be ranked according to the amount of business secured from these sources, and four cars will be given to the leaders.

Ingersoll's "Trade In" Plan

The Trenton model of the Ingersoll watch is being boosted by an arrangement whereby retail jewelers are authorized to accept old Ingersoll watches in exchange, and allow the full price, originally paid, no matter where bought, on the purchase of a Trenton, selling at from \$5 to \$25.

Firestone Publishes a House-organ

The Firestone Tire & Rubber Company, of Akron, Ohio, has begun the publication of a monthly house-organ entitled "The Firestone."

Hosiery-makers Work Over-time on Domestic Orders

The hosiery and underwear mills of Philadelphia are working to capacity to fill domestic orders. This is largely due to the cutting off of importations from Europe, which has caused a better demand for American-made goods. Many manufacturers are said to have declined large war orders on account of inability to fill them. The *New York Journal of Commerce* is authority for the statement that there is hardly a plant that is not working full time and some have had to increase their capacity materially to take care of the great volume of new business that has been pouring in on them. It has been many years since the hosiery industry has been in such good shape, so far as the Kensington mills are concerned.

Penfield Transferred by Sackett & Wilhelms

Samuel R. Penfield, of the Sackett & Wilhelms Company of New York, has been transferred from the Detroit to the Chicago office. He will continue to handle the firm's business in the Detroit territory from his new headquarters.

Still Another Grape Beverage

Grape-Smash, a beverage which the manufacturers, the Tropical Fruit Juice Company of Chicago, say will not ferment, is being advertised in the newspapers. "Add water and cracked ice" is the keynote of the copy. The economy of Grape-Smash as compared with grape juice is emphasized.

Skinner in Newspaper Campaign

The Skinner Macaroni Company, of Omaha, Nebr., has started a newspaper campaign in the West. A force of salesmen worked the market for several months strengthening the distribution before the advertising appeared.

Rinear Rejoins Miller Agency

L. W. Rinear, formerly with the Miller Advertising Agency, of Toledo, and more recently with the Stalker Advertising Company, of the same city, has returned to his old duties at the Miller Company.

"Salesmanship" in Detroit

Salesmanship, a magazine devoted to success in selling and published by D. M. Barrett, has been moved from Grand Rapids, Michigan, to Detroit, with headquarters in the Kresge Building.

Canadian City to Advertise

The Board of Trade of Windsor, Ontario, is laying plans for a proposed advertising campaign to be started soon to advertise the city.



" Boy, do many of the members make this course in eighty ? "
" Only w'en dey goes 'round alone, sir. "

Not only does the \$5 a year subscription price tend automatically to select a better-than-average kind of subscribers; but the very nature of Judge's humorous and artistic pages gets a reading for it from many more people per copy than for most periodicals.

And these readers are bound to be in the pleasant frame of mind in which favorable impressions about your product can be most effectively created.

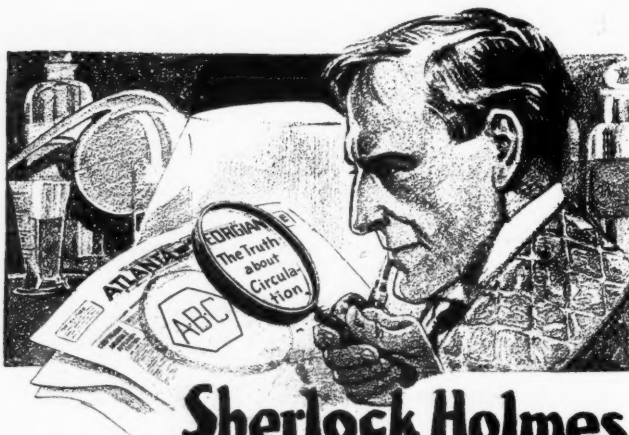
112,500 circulation guaranteed, with Audit Bureau proof

LUTHER D. FERNALD, ADVERTISING MANAGER

Judge

The Happy Medium

Boston New York Chicago



Sherlock Holmes Solves Another Mystery

My Dear Watson:

There is no mystery here in Atlanta, so you may expect me back in Baker street in a few days. The case, however, has some points of interest.

In the meantime I might say that the organization known as the A. B. C. has eliminated the mysterious from newspaper circulation data and this made the Atlanta problem quite elementary.

I find that in addition to circulation supremacy being shown in the A. B. C. statements for the first quarter of this year, the net paid circulation figures for The Daily Georgian and Hearst's Sunday American for the second quarter are even more interesting.

Here they are:

DAILY GEORGIAN . . 52,613

*7,218 More Circulation Than Second Paper
16,006 More Circulation Than Third Paper*

SUNDAY AMERICAN . 83,838

*31,359 More Circulation Than Second Paper
48,228 More Circulation Than Third Paper*



BENJAMIN & KENTNOR CO., Foreign Representatives
225 Fifth Ave., New York. Peoples Gas Bldg., Chicago



Teaching Jobbers' Salesmen Where Their Profit Lies

New Angle of Approach Wins Co-operation in a Difficult Field

WINNING the confidence and co-operation of jobbers' salesmen by teaching them methods of efficiency in making sales is not a new idea. It was the novel twist given the campaign that makes the effort of W. N. Matthews & Brother, of St. Louis, worthy of special mention.

The Matthews company makes electrical specialties that are sold through electrical supply jobbers.

"What we wanted to do," said Claude L. Matthews, the vice-president, to PRINTERS' INK, "was to perform a real service for the 2,300 employees of these jobbers who are interested in one way or another in the sales end of their business, with the hope that it would result in indelibly fixing the name of Matthews in their minds in a way which would be of value to us."

It wouldn't do to come out broadly and tell these jobbers' salesmen that this was the purpose of the campaign; neither would they get very enthusiastic, on the whole, if told that they ought to school themselves in methods of sales efficiency. So a tempting name—"the Matthews Cake Campaign"—was decided upon to arouse curiosity and keep up interest. The name was relevant, as will be shown presently.

First of all, a letter was sent to sales managers of the jobbing houses, outlining briefly what the Matthews company wanted to do for the salesmen, and asking for the names of the latter who ought to be entered for receiving the sales-helps.

TO AROUSE CURIOSITY

The first gun of the campaign directed at the salesmen was in the form of a mailing-folder, with

this query on the address side—"Do You Know What Cake Means?"

Within, the salesman was confronted with the ever-present bread-and-butter problem:

Your competitor—if you haven't met him you may to-morrow—may be a bigger man than you are. He is out after just what you want and you can't blame him. He has the same success problem—the same "bread-and-butter" problem that you have.

If you have plenty of "Cake" you won't have to worry so much about the "bread-and-butter" question.

By reading and practising what Matthews' Cake Campaign Booklets teach you, you will get the answer to most of your sales worries.

You won't be an "almost success"—you will be a success.

A postcard attached gave the salesman the opportunity to show his interest in the campaign by asking for the "Cake Campaign" booklets.

Probably the meaning of "cake" now began to dawn on some of the salesmen. It represented advanced salary, higher commission, a better margin of profit. This was brought out more clearly in the next letter:

Specialties are always priced higher than so-called "staple" goods. They should be. Specialties of merit, when rightly priced, show ultimate savings that make their use a real necessity. You can't make real money by pushing the "staple" goods. Your profits—the profits of your house—are not made on "staple" goods, the gross profit of which is low. They do make money on wide margin material and good margins are not possible unless you sell material at a good price.

Let us look this question squarely in the face. If you go along selling the regular "old line" goods, you can perhaps hold your position and "get by," but you will be eating bread and butter sometimes. If you take a real interest in specialties carrying a good, wide margin of profit, you have bread, butter and cake.

The first booklet of the series



THIS ILLUSTRATION APPEARED ON ALL THE LETTERS AND BOOKLETS

accompanied the next letter. It was entitled "A Friendly Letter to the Electrical-supply Jobber and an Expression of Faith in Him." Briefly, and in simple fashion, the growth of commerce is shown, until the coming of the middleman. His place in the fabric of distribution is pointed out—his reason for being. His future, it is shown, depends on the service he renders:

In reality, the producer—manufacturer—employs the jobber to sell his merchandise. If the jobber does it efficiently the manufacturer doesn't mind paying him well. If the jobber doesn't do it satisfactorily, or as well as the producer feels he himself could do it, dissatisfaction results.

You have heard the expression "The consumer pays it all"? He does. *But—you can wager your last dollar he wants all he pays for!*

Somebody must give him the form of service desired and must give one hundred cents' worth for every dollar spent.

W. N. Matthews & Brother, Incorporated, believes the jobber is a necessity, but they recognize that perhaps he can, like most of us, improve his status and become even more efficient and therefore more essential to the producers' success.

Before the second booklet was mailed a postal card was sent to the electric railway, telephone and light and power companies bearing a cartoon which was designed to get the salesmen to take an interest in the "Cake Campaign" by having his customers ask him about it.

The next booklet was upon "Electrical-supply Salesmanship." Mr. Matthews says, "Our sales manager, Martin J. Wolf, and myself have been eager readers of business literature, and between the two of us have taken all of the correspondence courses pertaining to salesmanship, advertising and business." A perusal of this booklet indicates that the jobbers' salesmen are being given the benefit of the best portions of these correspondence courses, and it seems likely that they ought to benefit therefrom.

There are three other booklets in the series, entitled "Efficient Co-operation," "Advertising" and "Quality vs. Price." This extract is taken from the last one:

Good goods! Would you pay your own hard-earned money for the article

you are recommending if you were the man on the other side of the desk? If you can conscientiously answer "Yes!" then your self-respect rises and you feel more capable—a sure winner. Say what you will, you can't enthuse—you can't put the "you" of yourself back of a product of indifferent quality. Part of your honor, your pride, your prestige and manhood is involved in every sale you make. If the goods sold do not more than equal the performance you claimed when recommending them, you, as well as your customer, lose in the transaction.

When you influence a customer to buy material of doubtful quality you are out of tune with the times. You are not delivering quality service. This is a day of more than lip-service—a period when all are learning that business exists for the community and not the community for business, and the man who fails to grasp this truth will surely be eliminated.

There was something that went to each of the 2,300 salesmen, however, just before they received this last booklet. It was a piece of cake! A real slice of cocoanut cake was wrapped in oiled paper, placed in a carton and mailed to every man who had shown an interest in the mail campaign. To introduce the cake this postal card was sent:

To-day's mail is bringing you a piece of *Matthews' Cake*. It is probably the first piece of cake any manufacturer ever sent you. Eat it. Remember *there is a piece of cake in every Matthews' specialty for you, your house and your customer.*

Yours for more cake,
W. N. MATTHEWS & BROTHER.

There have been so many requests for a continuation of the booklet series that Mr. Matthews states that others will be prepared from time to time. They will gradually be made more definite in regard to the Matthews' specialties.

"We believe our increase of business this year over the first half of 1914," said Mr. Matthews, "is largely due to the co-operative effort produced among these 2,300 jobbers' salesmen."

G. S. Thorsen With the "Metropolitan"

George S. Thorsen, recently Western advertising manager of the *Scientific American*, has been appointed to a similar position with the *Metropolitan Magazine*. He will have associated with him Phil S. Dennis and Sam M. Garber.



Food—editorially

"Show me how you run your kitchen, and I will foretell your family's future," a noted physician said recently to a group of college women. He meant that well-cooked, nourishing food makes a successful Man of the House and healthy children.

Most women know this. That is why our readers last year voted TODAY'S culinary department the most popular in the magazine. It is in charge of Virginia Carter Lee, whose long years of experience as a domestic science expert have fitted her preëminently to advise the earnest housewife. Every recipe published by TODAY'S, every food product advertised in its columns, is first tested by Miss Lee in her own kitchen.

Sarah Field Splint

Editor

Today's Magazine

[This is the fourth in a series of advertisements about TODAY's editorial policy]



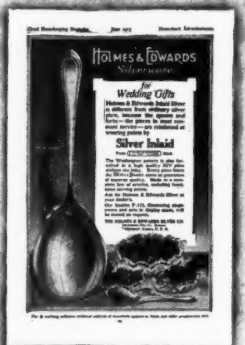
We recommended to Holmes & Edwards that they use space in Good Housekeeping, tied up to a live sales plan. They did.

Now they're running copy regularly.



We advised the Skinner company to use twelve pages in Good Housekeeping, knowing as we did that they lacked complete distribution. They are using them.

Now they're going to use more.



The Lucas company had never before advertised their home decorative paints in the national magazines. We suggested that they use Good Housekeeping exclusively for a year. They did.

Now they're adding two more women's publications.

THERE must be something fundamentally sound—something increasingly efficient—about a magazine that can tell a story like the one on the opposite page.

We aren't using isolated examples—not by a long shot. We are using these advertisers simply because they represent three distinct and separate fields, because their products move through widely divergent trade channels. They are individual instances chosen from a mass of cumulative evidence.

That evidence points a moral. It's just this:
Advertising in Good Housekeeping pays.

Maybe it would pay you. Maybe it wouldn't. We'll give you an honest opinion, and we'll back it with evidence. Drop us a line.

Good Housekeeping Magazine

119 West 40th Street, New York City
C. Henry Hathaway, Advertising Manager

Window-display Men Hold "Biggest Ever" Convention in New York

Delegates from All Parts of Country Take Part in Real Advertising Gathering

THE thing of interest about the convention of the International Association of Display Men held in New York at the Waldorf-Astoria was the composite impression you got after sitting through the programme. It was not a window-dressers' convention so much as it was an advertising convention. You could easily imagine that you were attending a departmental session at an A. A. C. of W. convention.

The attendance of 1,400 delegates from various big stores throughout the United States and Canada broke all records. Following are the principal features of the programme:

"Efficiency in Store Display," Harry Hibscher, L. S. Plaut & Co., Newark, N. J.; "Fashion Shows and How They Are Placed," Charles Wendel; "Efficiency and Sales," F. G. Schmehl, J. B. Greenhut Corporation, New York; "Our Profession," W. F. Albert, R. H. Macy & Co., New York; "Artistic Displays vs. Sales Displays," Jerome A. Koerber, Strawbridge & Clothier, Philadelphia; "The Show Window As a Sales Promoter," J. A. McNabb, president of the Canadian Association of Display Men; "Efficiency, Organization and Co-operation," Fred S. Pratt, Dinot, Nachbar & Co., Joliet, Ill.; "The Eyes of the Store," L. A. Rogers, E. M. Kahn Company, Dallas, Tex.; "Live Model Draping," Harry W. Hoile, Loveman, Joseph & Loeb, Birmingham, Ala.; "Value of Show Window Publicity," George J. Cowan, *Dry Goods Reporter*; "The Proper Handling of Foliage and Flowers," G. A. Smith, Economist Training School; and "American and European Displays As Viewed by the Westerner," Frank D. Maxwell, M. C. Connel Company, Butte, Mont.

Outside of the purely technical addresses dealing with various sorts of fixtures and ways of dis-

playing merchandise, the delegates heard talks on safety by Dr. W. H. Tolman, director of the American Museum of Safety; color harmony and selection by Eugene Pierce of the *Dry Goods Economist*; the effect of light on color by A. L. Powell of the General Electric Company; and the value of displays to cities by R. M. Cox, president of the New York State Mayors' Association.

In his address Mr. Pierce emphasized the influence the Japanese had on color selection. Standards of harmony have been set by the Oriental colorists. The importance of color harmony in the display of merchandise was brought out clearly, and the speaker remarked upon the ignorance of many retailers in that direction.

"Fully 90 per cent of salespersons, and nearly two-thirds of the merchants, know little or nothing about harmonious color selection and have very little artistic sense," he remarked in the course of his talk.

Mr. Powell's lecture on the effect of light on colors was closely followed. He showed by demonstration the evolution of the electric light from Edison's first incandescent lamp to the present high-powered, economical Mazda light. With the aid of a darkened booth, Mr. Powell demonstrated the effect which red, blue, and green lights, singly and in combination, have upon displayed merchandise.

He explained that light-colored merchandise reflected light and did not need so much of it as the darker shades.

"But in planning the lighting for a window one must consider the darkest display that will be placed in it," he said. "In most instances that would be a dark blue."

The display men were shown how the various colors in a display might be clearly brought out by the use of colored lights. The importance of eliminating shadows

was remarked. The lights should be placed above the merchandise so the light will be reflected back on the merchandise, Mr. Powell explained. Such an arrangement will help the customer to get true color values of the goods in the window.

The rising and setting sun and moonlight effects which the speaker obtained were the subject of spirited discussion and comment after the lecture was ended. The delegates were enthusiastic about them.

In between speeches at the convention a PRINTERS' INK representative buttonholed some of the progressive delegates to get their estimate of nationally advertised goods.

"If you had the choice of featuring your own brands or nationally advertised ones, which would you prefer?" the representative asked the display men.

"In nearly every instance we should display the advertised goods," was the consensus of opinion.

J. A. McNabb, president of the Canadian Association of Display Men, is a firm advocate of displaying nationally advertised products. He declared that he wanted to cash in on the manufacturers' national campaigns.

"If a manufacturer sends me a window trim with a shipment of new merchandise, nine times out of ten that trim will go right into the window. We have very few private brands in our store. We try to feature the advertised goods because we can turn them over quickly.

"I hook up my local advertising with my windows, and both of those with the manufacturers' advertising. Often I select magazine advertisements and place them in the window with the merchandise featured. That plan gives me the closest sort of a hook-up and it sells the goods."

E. O. Burdg, display manager of W. L. Milner Company of Toledo, also displays advertised goods when he sees an opportunity. Mr. Burdg declared that he made good use of the trims which manufacturers furnish.

"Often the trims as they come from the manufacturer have to be changed, though," remarked Mr. Burdg. "Some are too small for the windows, others too large. Then again the color effect is not just what we want.

"Our chief use of manufacturers' window displays is the *adaptation* we make of them. We are in close touch with our proposition. We know just the little atmosphere we want to create. Using the manufacturers' trim as the starting-point, we round out our idea.

"Advertised goods get plenty of space in our windows. We realize the pulling power the well-known brands have, and we display them at every opportunity. We push private brands but little in comparison with other department stores."

The necessity of co-operating with the advertising was clearly remarked. The need of knowing merchandise intimately, and the demand for it, was assumed as being self-evident by the display men at the convention. It was interesting to note the receptiveness of the delegates to suggestions and helps from manufacturers.

It seemed to be clearly demonstrated that much lost motion and wasted advertising matter might be saved by the manufacturer getting in direct touch with display managers of the various stores.

The officers elected were: A. J. Edgell, of New York, president; E. D. Pierce, of Rochester, N. Y., first vice-president; L. A. Rogers, of Dallas, Tex., second vice-president; Harry W. Hoile, of Birmingham, Ala., third vice-president; P. W. Hunsicker, of Grand Rapids, Mich., secretary; and Edward O'Malley, of Kankakee, Ill., treasurer.

The association was inspired in 1898 by L. Frank Baum, author of "The Wizard of Oz," and other stage successes. Mr. Baum was editor of the *Show Window* at the time. A few clubs were formed, but it was not until 1913 that by-laws were enacted providing for affiliation in an international association. During the first year of the new plan 19 local clubs were

A Big Manufacturer of Silos

recently reported that The Weekly Kansas City Star brought 18 out of every 20 inquiries received from advertising in nine agricultural publications.

A Big Manufacturer of Gasoline Engines

advertises in many farmers' publications, but he says that The Weekly Kansas City Star is his most profitable medium. Since January 1, 1915, this man has used 4,579 lines of space, costing \$2,747.40—more space than he has used in any other publication.

A Big Manufacturer of Incubators

had scheduled 525 lines of copy to run during January and February, but at the very end of the season he "jumped in" and used two half-pages, costing an additional \$1,021.44. Each half-page brought inquiries at a lower cost than the smaller copy, and The Weekly Kansas City Star ended the season still at the top of his list.

A Big Manufacturer of Motor Tires

made a phenomenal gain in business in Kansas City's territory last year. His advertising manager says he credits a big share of it to advertising in The Weekly Kansas City Star. Since January 1, 1915, he has used 10,622 lines of space, costing \$6,373.20, several times as much space as has appeared in any other publication reaching farmers.

For obvious reasons the names of these advertisers are not printed. They will be furnished to any advertiser who is interested.

THE WEEKLY KSA

325,000 Circ

PAID IDVA

A Big Manufacturer of Farm Tractors

says The Weekly Kansas City Star brings better returns than any other publication he uses. He has used many small ads and two quarter-pages since March 1st.

A Big Manufacturer of Motor Cycles

placed advertisements, last February, in a large list of farm publications and standard magazines. The Weekly Kansas City Star, with a 224-line advertisement, out-pulled every other paper in the country.

A Big Seedsman

scheduled a series of small ads totalling 351 lines to appear this spring. The great number of inquiries received influenced him to order a quarter-page (532 lines) for the March 3d issue. The returns were so remarkable that he ordered the same copy set in 740 lines and inserted on March 17th—an increase in his original order of 1,272 lines at 60 cents a line within a period of two weeks.

A Big Manufacturer of Electric Lighting Plants

for farm use found The Weekly Kansas City Star so much more profitable than other publications that he is planning to use half-page copy (1,064 lines) instead of the 84-line advertisements previously used. This spring this manufacturer spent a total of \$484.20 in The Weekly Kansas City Star; this fall he probably will spend nearly \$5,000.00.

If you want more business from Kansas City's territory, ask to have a representative of The Weekly Kansas City Star call to see you.

KANSAS CITY STAR

0 Circulation

ADVANCE

The Ebb and Flow of Trade in Canada

DURING her last fiscal year, the trade figures of which have just been published, Canada bought from the United States 123 million dollars' worth of goods more than she sold to the United States. In the case of Great Britain the Dominion sold 121 million dollars' worth of goods more than she bought.

Canada's exports to British countries during the year totalled \$237,558,704, a decrease of nearly ten millions, nearly all of which was in exports to the United Kingdom. As compared with this, Canada increased her sales of Canadian produce to the United

States by some ten millions, the total for the year being \$173,320,798.

Imports from Great Britain totalled \$90,085,840. Imports of merchandise from the United States last year totalled \$296,632,506.

These official figures tell their own story of Canada's growing dependence on the United States for her imports of manufactures. Canada, therefore, is a good market for cultivation by the American manufacturer.

The dailies listed below are leading mediums in the cities where they are published. Write for rates and other particulars

| | NEW YORK | CHICAGO |
|----------------------------|--|---|
| ST. JOHN TELEGRAPH & TIMES | F. R. NORTHRUP, 225 5th Avenue | F. R. NORTHRUP, Association Building |
| HALIFAX HERALD & MAIL | DIRECT | DIRECT |
| VANCOUVER PROVINCE | LOUIS KLEBAHN, 1 W. 34th Street | H. De CLERQUE, Mallors Building |
| EDMONTON BULLETIN | JOHN SULLIVAN, 5th Avenue Building | A. R. KEATOR, 601 Hartford Building |
| REGINA LEADER | LOUIS KLEBAHN, 1 W. 34th Street | H. De CLERQUE, Mallors Building |
| WINNIPEG TELEGRAM | VERREE & CONKLIN, 225 5th Avenue | WALLIS & SON, 1st Nat. Bk. Building |
| WINNIPEG FREE PRESS | LOUIS KLEBAHN, 1 W. 34th Street | H. De CLERQUE, Mallors Building |
| LONDON FREE PRESS | D. J. RANDALL, 171 Madison Avenue | ELMER WILSON, Tribune Building |
| TORONTO TELEGRAM | VERREE & CONKLIN, 225 5th Avenue | VERREE & CONKLIN, Steger Building |
| TORONTO GLOBE | VERREE & CONKLIN, 225 5th Avenue | VERREE & CONKLIN, Steger Building |
| OTTAWA JOURNAL | La COSTE & MAXWELL, 45 W. 34th Street | La COSTE & MAXWELL, Marquette Building |
| OTTAWA FREE PRESS | CHAS. H. EDDY CO., 5th Avenue Building | CHAS. H. EDDY CO., Peoples Gas Building |
| MONTREAL LA PRESSE | THE W. J. MORTON CO., 5th Avenue Building | THE W. J. MORTON CO., Tribune Building |
| MONTREAL GAZETTE | JOHN SULLIVAN, 5th Avenue Building | H. De CLERQUE, Mallors Building |
| QUEBEC LE SOLEIL | GEO. B. DAVID, Inc., 171 Madison Avenue | GEO. B. DAVID, Inc., 601 Hartford Building |

IN CANADA USE THE DAILIES

formed and more than 400 new members added. Now there are 24 local clubs affiliated with the association.

Some of the objects of the association as stated by the officers are to advance the art of effective displays, to promote the use of attractive show-cards, to increase interest in display advertising, and to encourage modern and convenient arrangement of stores and store windows.

The convention was held in Chicago last year, but this year's meeting was attended by several hundred more delegates.

Printers to Promote Direct-by-mail Advertising

Presidents of 15 paper mills met last week with a special committee of the United Typothetae and Ben Franklin Clubs of America in Springfield, Mass. This conference was called at the instance of the Paper-makers' Advertising Club to discuss ways and means with the printer for developing more direct-by-mail advertising. Any increase in this form of advertising will benefit printer and manufacturer alike.

The printers' committee, which was recently appointed by Albert W. Firley, president of the United Typothetae, consists of the following men:

Chairman, B. F. Corday, Corday & Gross Company, Cleveland; Alfred F. Edgell, The Edgell Company, Philadelphia; James Bothwell, The Devinne Press, New York; G. A. Heinizemann, The Heintzemann Press, Boston; J. R. Demarest, Wilson H. Lee Company, New Haven, Conn.; R. J. Hausauer, The Hausauer-Jones Printing Company, Buffalo.

Wm. B. Wheelwright, president of the Paper-makers' Advertising Club, presided and the paper-manufacturers' committee, consisting entirely of presidents or other officers of paper-manufacturing companies, was as follows:

J. G. Taylor, Advertisers Paper Mills, Holyoke; A. C. Hastings, American Writing Paper Company, Holyoke; Thomas Beckett, Beckett Paper Company, Hamilton; C. A. Crocker, Crocker-McElwain Company, Holyoke; F. E. Hastings, Dill & Collins Company, Philadelphia; Ernst R. Behrend, Hammermill Paper Company, Erie; W. D. Judd, Hampshire Paper Company, So. Hadley Falls; W. H. Hoves, Knowlton Brothers, Watertown; J. A. Kimberley, Neenah Paper Company, Neenah; T. J. Hare, Martin & Wm. H. Nixon Paper Company, Manavunk, Philadelphia; H. A. Moses, Strathmore Paper Company, Mittineague; M. D. Southworth, The Southworth Company, Mittineague; W. S. Wilcox, Ticonderoga Pulp & Paper Company, New York; Roger Smith, S. D. Warren & Company, Boston; Geo. W. Wheelwright, Jr., Geo. W. Wheelwright Paper Company, Boston.

Artful Solution of Vacation Problem

Detroit Advertiser "Sells" Its Employees on the Idea of Fall and Winter Vacations in Order Not to Slacken Effort in the Busy Summer Season—Premium Plan Works

LIKE a good many other concerns, the Detroit Steel Products Company had been bothered by its employees all wanting to take their vacation in the summer. What could be done about it? Of course an arbitrary "boss" could dictate memos distributing the vacation periods over the year where they would least disturb business. But that would leave sore feelings behind.

The problem was put up to the advertising manager, A. T. Hugg. How could he "sell" fall and winter vacations to a force with its heart set upon summer?

Mr. Hugg writes PRINTERS' INK:

"It has been the company's policy to give each member of the office force who has been employed a certain length of time, two weeks' vacation during the summer, but this worked a tremendous hardship at the factory, as the demand for steel windows and other building equipment which the company manufactures increases tremendously during the summer building season.

"We decided that if we could make our people understand the seriousness of the handicap they occasioned by taking their vacations in the summer, and the actual loss that this meant to the company, they would be reasonable about the matter. Accordingly we drafted a bulletin to all office employees, stating it like this:

"The management is convinced that vacations are an asset to both the company and its workers. Every man needs rest and recreation some time during the year. Such a rest means better health and renewed energy and enthusiasm, and consequently, better work and greater production.

"On the other hand, the months of July, August and September,

which have come to be accepted as vacation months, are, by the very nature of our business, the months which we need the help of our entire organization. It seems particularly unfortunate and scarcely fair to the company that our staff should be crippled by vacations just at the time when the work is heaviest.

"We believe that the rest and change from ordinary daily routine are the essential things about a vacation. There are just as many advantages attached to a vacation in early spring, late fall, or winter, as there are attached to one in the hottest months of the summer. The extra week in winter should be worth consideration. We think that every employee owes it to the company to arrange his personal plans as far as possible in accordance with the demands of the business."

"Then we outlined a plan by which those who took vacations during the last half of July or the month of August, or the first half of September (the extra heavy season) should get only one week's vacation. Those who could take their vacation during May, June, the first half of July, the last half of September or October, would get two weeks, while those who took it in any of the remaining months would have three weeks.

"When this bulletin had been posted twenty-four hours, and the office was in the fever of planning and figuring which always follows an announcement of that kind, we made good on our declaration that there were advantages in a winter vacation by issuing a little sheet headed 'Possible Vacations' on which we made a list something like this:

"Go home for the Holidays. Take three weeks' vacation covering Christmas and New Year's."

"Take three weeks for your Thanksgiving Dinner if you want to."

"Three weeks for hunting at the season when the deer and the jack-rabbits make the largest tracks."

"Two weeks for a Honeymoon trip in June."

"Two weeks in the Fall when

the leaves are turning, fruit is ripe, and cider is on tap."

"We listed a dozen or more perfectly good vacations that could be taken between October and May. Then at the bottom we put one additional line:

"If you insist—one week in the summer, the hottest, stickiest time of the year, and the best time for ants and mosquitoes."

"Within ten days we had replies from every member of the office force, and only eight out of over a hundred asked for summer vacations.

"We think the method of letting everybody see the company's problem and the responsibility of the extra work in summer, created a spirit of co-operation that we could not have secured in any other way. We are all of us abiding by the schedule, not because it is an order from headquarters, but because we are all 'sold' on it as an entirely reasonable arrangement."

Death of L. T. Woodcock, of Marshall Field & Co.

Lindsay T. Woodcock, general manager of the retail store of Marshall Field & Co., in Chicago, died suddenly last week, aged 56 years. He was born in a small town in Maine and secured his first mercantile experience working in his father's general store. Then he obtained charge of a store in another Maine village, and in 1877 was made a salesman in Chicago for the old firm of Field, Leiter & Co. Five years later he became a department manager, and in 1891 was appointed assistant superintendent. The following year he was advanced to superintendent, in 1904 he became assistant manager and in 1906 succeeded Harry Gordon Selfridge as general manager.

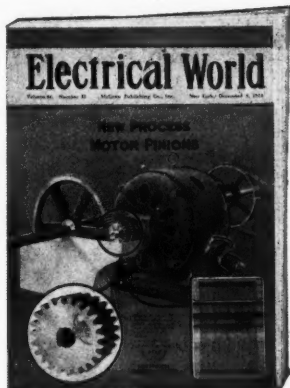
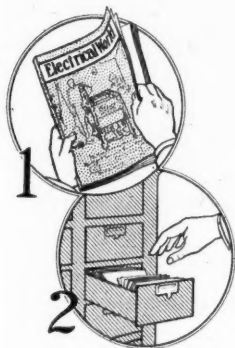
W. R. Hearst President Chicago Examiner Company

A. M. Lawrence has resigned from the Chicago Examiner, and W. R. Hearst has been elected to succeed him as president of the Illinois Publishing and Printing Company, which publishes the paper. A. H. Messing, formerly assistant publisher, has been appointed to take up Mr. Lawrence's duties on the Examiner.

Edward M. West, formerly of the H. E. Lisan Advertising Agency, and more recently of the selling staff of the Curtis Publishing Company, has joined the organization of Calkins & Holden, New York.

McGr
Electric

With the Buyers in the Electrical Field



[The Second Example]

A Consulting Engineer

interested in textile mills and who reads his Electrical World regularly recently wrote:

"Advertising matter is a great time saver when one is looking up a boiler or a stoker, a motor or wiring material. You first look up the advertisements, then your catalog file and you have the whole story with which to commence an investigation of efficiency."

With present industrial activity in many important fields, it is vitally important to reach men of this calibre with your sales message. The Electrical World can do this for you. Its readers are engineers, central station men, electrical jobbers, dealers, contractors, manufacturers and large consumers of electrical energy—a hand-picked circulation of 19,000 copies.

Put this influence back of your products.

McGraw Publishing Co., Inc., 239 West 39th St., New York

Electric Railway Journal Electrical World Engineering Record
Metallurgical & Chemical Engineering
Members Audit Bureau of Circulations.

Bringing the Letter to a "Clinching" Close

Many Seemingly Strong Letters Fail Through Tactless Handling of Closing Argument

By Cameron McPherson

DURING the advertising convention in Chicago the writer had a long talk with a man who for several years trained salesmen for the National Cash Register Company. Later this man became one of the most successful salesmen in a big specialty organization, and developed into a sort of assistant sales manager. For some years he did nothing else but travel about closing big competitive deals. His part in the sale was to come in after the local salesman had worked things up to the closing point and "sew up" the contract. Because of his ability as a "closer" he was paid about \$20,000 a year. During his time he put over some of the biggest deals in the company's history, and was the indirect means of one competitor, at least, going out of business.

Looking backward to a demonstration given by this man before a salesmen's convention some years ago, I remember well the method which in a big measure made for his success. A sketch of that incident might not be out of place here, for there is a close relationship between the salesman and the sales letter. Methods which succeed with one can usually be applied with equal results by the other.

The buyer in the demonstration was the head of the competitive concern which had just been absorbed. He was a large man, of strong personality, and naturally well primed with arguments against the appliance that Baxton had to sell him. It was a good match, and the seventy or eighty salesmen in the room knew it. Argument followed counter-argument, and then the moment came for the close. If you have ever sold goods on the road, you know the moment well—it is the most ticklish stage of the transaction.

Everybody in the room expected Baxton to get his man to sign there. The "prospect" had admitted time after time that Baxton's was the best appliance, that it was the best buy. He had practically agreed to buy it. But Baxton didn't operate that way. He did last what an average salesman would have done first—he *launched the strongest argument of the solicitation*, an argument which he had been holding up his sleeve during the entire solicitation just for this critical moment!

The stratagem literally swept the prospect off his feet. It was about the same as hurling a new army on an already beaten foe. It turned the retreat into a rout; a gain into a victory. It battered down the last show of opposition. *It double-riveted the sale after the sale had been made.* And that, to my mind at least, is the function of the closing paragraph of a successful sales letter, it must double-rivet whatever desire or selling thought the preceding paragraphs had made in the prospect's mind.

THE "DO IT NOW" BOGY

A letter which concludes, as does this one: "*Now* is the time to try Sweet-Orr's; *now* while prices are lowest; while the time is ripe," is very apt to kill the result of what otherwise is a good letter. "Do it now" has had its day, and has lost its power for getting action. In fact it has been over-worked until it produces quite the opposite of the result hoped for. The temperament of those advertised to is changing; they like to feel that they are buying and not being sold. The successful close should take that important point into consideration. The buying world has grown up.

Just to prove to you that the

(Continued on page 57)

s
s
t
f
-
-
l.
o.
e

The population of New York City is 5,245,812.

The NEW YORK AMERICAN is backed by One-Fourth of this Big Crowd of people.

The NEW YORK AMERICAN is read by One-Fourth of all readers of New York newspapers.

The NEW YORK AMERICAN readers buy One-Fourth of everything that is bought in New York.

The NEW YORK AMERICAN readers invest One-Fourth of all the money that is invested.

The NEW YORK AMERICAN readers own One-Fourth of all of the money in the banks.

The NEW YORK AMERICAN readers own One-Fourth of all of the real estate.

The NEW YORK AMERICAN readers are One-Fourth of everything in this big community.

Advertisers who do not use space regularly in the New York AMERICAN miss doing business with a Fourth of New York.

NEW YORK AMERICAN

DAILY and SUNDAY

Member Audit Bureau of Circulations

PRINTERS' INK



THE APPEAL

TO create desire for the thing advertised. Appetizing pictures of food will instantly arouse desire.

The necessary hourly and daily repetition of the appeal is possible only in street cars.

An appeal so compelling, in a medium which reaches the greatest number of people most effectively and at the lowest cost, is 100% efficient in its results.

STREET RAILWAY ADVERTISING

CENTRAL OFFICE
First National Bank Bldg., Chicago

HOME OFFICE
Candler Bldg., New York



PRINTERS' INK



THE APPEAL

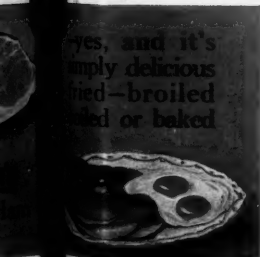
g advertised is the prime function of ad-
res of foods in their natural life-like colors

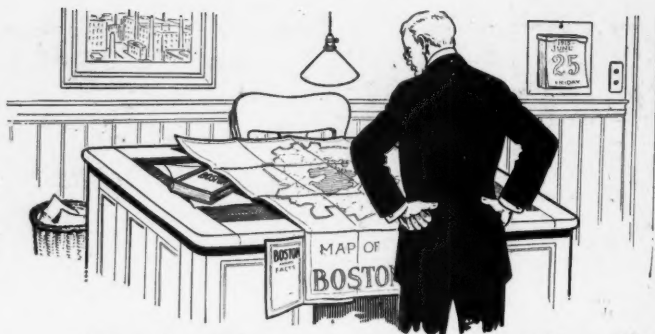
petition of such desire-creating advertising

edium which attracts the *interested atten-*
people most *frequently*, for the *longest time*
efficiency in food advertising.

WA ADVERTISING CO.

WESTERN OFFICE
Humboldt Savings Bank Bldg., San Francisco





Study Boston Thoroughly

You owe it to yourself to know Metropolitan Boston thoroughly—to study in detail the people of each district, their buying habits, the salaries and wages received, their bank savings and their per capita wealth. That information will help you develop one of the richest, if not the richest, purchasing territories in the United States.

It is true that Boston is radically different from every other city and that Bostonians are practically a law unto themselves, socially and commercially.

Here they are, over a million and a half strong, with a greater per capita wealth than the cities of Chicago, Philadelphia and St. Louis combined—and greater than that of New York City.

They make Boston worth studying.

The banks in Municipal Boston had on deposit October 31, 1914, over \$285,000,000. In Metropolitan Boston—comprising 39 cities and towns within a 13-mile radius—the banks had on deposit one-ninth of the savings of the United States.

And these people buy liberally. Last year eight Boston department stores sold at retail

over \$55,000,000 worth of goods and it is estimated that Boston stores sold at retail over \$10,000,000 worth of furniture—which gives you a fair idea of Boston's importance as a merchandising centre.

Are you reaching out for your share of this business?

The Boston American will now carry your message to almost 400,000 buyers in the evening and over 325,000 Sunday—when people have ample time to read and talk over automobiles, clothes, shoes, foodstuffs and other advertised products.

The Boston Evening American has a greater net paid circulation than all the other Boston evening papers combined, and the Boston Sunday American has by far the largest net paid Sunday circulation in New England—it leads its nearest competitor by over 20,000 copies.

This is a quantity-quality circulation in a quality-quantity market.

Why not write the Boston American for definite information concerning Metropolitan Boston and its merchandising possibilities? The information will prove valuable to you.

BOSTON AMERICAN

80-82 Summer Street, Boston, Mass.

NEW YORK OFFICE: 1789 Broadway

CHICAGO OFFICE: 504 Hearst Building

buying world has changed, I might mention a talk I had with the president of a large correspondence school a year or so ago in Washington. This company had just recently revised its follow-up. The original letters were written ten years ago, and upon them a \$250,000-a-year business had been built. Up to five years ago letter number three of the series had been the strongest enrollment-puller. It closed something like this: "Don't procrastinate; procrastination is the thief of time. Your future, the future of those who are dependent upon you, depends upon your sending in this application to-day—don't let procrastination steal your future! Sign the application—sign it now."

Years ago this paragraph worked beautifully. The letter used to average $3\frac{1}{2}$ per cent sales; but the enrollments kept dropping until they got so low that it didn't pay the postage. It was revised. The close of the new letter was less spectacular. Instead of shouting to the prospect to do it now, it pointed out that the sooner the application was signed, the sooner he could begin his study and the surer he was of getting the best possible position in the government's employ. It concluded: "It makes no difference to us whether you send in your application to-day or a week from to-day; but it may make a difference of several hundred dollars a year to you later on. Everything depends on getting an early start in your studies." This moderated tone with the forsaking of the side-show barker's oratory, materially increased results, at any rate the letter is now in use. So it would seem that the old tune of "Sign the blank now" strikes a discordant note; we have to say it in a new way.

And in saying it in a new way, we should remember the lesson of the salesman's convention and weave into it our strongest clinching argument, an argument that shows the reader in plain, clear English that it is worth his while to do as the letter asks.

A letter soliciting subscriptions

for PRINTERS' INK, which came to my desk recently, illustrates how the clinching argument can be worked into the close in just such a way. As you know the plan of a PRINTERS' INK subscription letter is to sell the subscription entirely on the editorial merit of the paper, and usually certain articles in forthcoming issues are called to the recipient's attention. To read the articles in one issue the non-subscribing advertiser is urged to send in his subscription, and on an average from two to five per cent respond. The desire to subscribe to PRINTERS' INK is created by the description of the articles, but the desire is usually clinched by some such argument as this: "Even if you only get one idea from the entire 52 issues, you will be well repaid." That settles it. By the time you come to the suggestion to "simply sign and mail back the enclosed card," you are pretty certain to do it—you are sure to do it if you are spending any considerable amount in national advertising. As is the case of the old National Cash Register salesman, hurling the one *big* argument at the prospect just as his defense is beginning to crumble, clinches matters.

TAKING IT FOR GRANTED

A good demonstration of a close which says the old thing in a new way, comes to hand in a recent letter sent out by the Royal Tailors from their New York office. The object of the letter is to get merchants to co-operate with some double-page spreads in one of the leading weeklies. Here is how the close is handled:

"It would not be like you to fail of substantial profit from this remarkable publicity, and to expect a modest five- or six-overcoat order from you this week as a direct result would, we believe, be uncomplimentary to your business-getting capacity."

The writer of this takes it for granted that, of course, Mr. Rothberg will buy, a point which oftentimes prevents putting the thought of not buying in the dealer's mind. But the paragraph would have been dangerous had not the letters

been individually typewritten and signed by the salesman covering that territory. For the house to have sent out a broadcast circular letter with such a personal reference would have been too dangerous to contemplate. As it was it worked out nicely. You can almost see Mr. Rothberg, seated in his Plainfield store, saying to himself: "That Royal salesman is *some* judge of men. He certainly knows a good business man when he sees one—but then he ought to know me after all these dealings we have had."

But it would have been no more foolish for the Royal Tailors to have sent out a letter with a very personal closing paragraph broadcast than for them to cold-bloodedly try to hurry the sale along. That is fully as dangerous, and tactlessly attempting it has killed many a good letter. Not long ago the writer became interested in a set of books put out by a certain publisher. The books looked fairly good for the money, and we might have bought them if the letter had been more tactful. Here was how it closed:

"One request: As there are ten people waiting for your set of books if you do not want it, we must ask you to let us know very promptly if for any reason you do not want to keep it."

This reminded me so much of a "shark" that once tried to make me buy a lot against my will, by telling me if I did not buy it by ten o'clock that he had another man who would, that I sent the books back. I felt just about the same as I did when I told the real estate man to go sell his lot, if that was the way he felt about it. As a general rule it is a mistake to try any such strong-arm methods in selling—especially in letters where you can't smile away the sting.

But it cannot be denied that this method of hurrying the prospect into buying has possibilities, if judgment is used in wording the paragraph. A rather clever adaptation of the method was used with success recently by Robischon & Peckham Company, the New York underwear manufac-

turers. The letter was one announcing a new summer line, and was sent out to a big list of merchants. Nothing was said in the letter at all about any danger of the stock giving out. R. W. Jones, the secretary of the company, who wrote the letter, thought of inserting a clause to that effect in view of the small stock on hand, but decided not to. "The average merchant can't be told to hurry," he explained, "and anyway it has become such an old, old story to them that they wouldn't believe it. So instead of putting in a paragraph about early ordering, I just used one short line at the close: 'Use code in telegraphing order.' No one was more surprised than I was, when the telegrams began to come in. The suggestion was enough."

An example of a good-natured close is seen in a six-page letter sent out by a Grand Rapids chair company. "You know they say that word 'to-morrow'," concludes the letter, "has been the cause of the Spanish people's decline. When you want a Spaniard to do anything, he always says 'to-morrow'—and 'to-morrow' is never here. To-day, that is the word for you! Fire in your selection." I suppose the Spanish customers were all carefully eliminated from the list before this letter was sent out, but its semi-humorous wind-up has a decided "punch" which I understand caused quite a lot of comment in resulting letters from dealers.

In my talks with men who have a reputation for selling by mail, men like Adolph Karpen, Phillip W. Lennen, and J. Noah Slee, I have found that the most successful letters they have used are those which make it plain that it is to the reader's advantage to do what the letter asks. So it seems to me that point is the one which should be most emphasized in the close. If this can be done effectively by bringing the strong argument to bear at the same time, and saying "Do it now" in a new way, then your letter will at least have a safe close. It will be a close that will help and not hinder the letter.

Remember this:—

AMONG weeklies of national circulation Every Week and the Associated are second highest in total circulation. Among weeklies of national circulation Every Week and the Associated—in rate—are lowest. And the growth of Every Week has just begun. *“The Wise Man Buys a Rising Circulation.”*

Here are the Weeklies of Largest National Circulation:

| | National Circulation | Line Rate | Per 100,000 | Page Rate | Per 100,000 |
|--|-------------------------|--------------|----------------|--------------|----------------|
| Associated Sunday Magazines and EVERY WEEK | 1,100,000 | \$3.00 | \$.27 | \$1900 | \$.23 |
| Largest Weekly . . . | 2,000,000 | 8.00 | .40 | 5000 | .36 |
| Third Weekly | 856,000 | 3.50 | .40 | 2200 | .33 |

EVERY WEEK *and* ASSOCIATED SUNDAY MAGAZINES

WALTER P. WHEELER
Advertising Manager
95 Madison Avenue
New York

GUY C. PIERCE
Western Advertising Manager
100 North Wabash Avenue
Chicago

IRVING J. FRENCH
Eastern Representative
24 Milk Street
Boston

CHIPS AND PEDALS

NO man ever hewed to the line without having a chip fly up and hit somebody.

We have had a good deal to say about truth in advertising. We shall say a good deal more.

Truth in advertising is no longer merely a matter for discussion at conventions. It's a practical, working guide for profitable business. To react from it immediately after a convention, to shed it like a Sunday coat, as certain interests propose, is merely to dabble in truth. You have to go the whole way with Truth—or it won't work for you. But when it works, how it does knuckle down to the job!

We have had the soft pedal permanently removed from our organization. We have pulled out all the stops on this matter of truth. And the beauty of it is that the congregation is joining in the chorus—all but a few whisperers over in one corner.

Any business man who would like to listen to the music can do so by writing on a post card "I am interested" and signing it. The paper will be sent with our compliments.

The New-York Tribune.

First to Last; the Truth

News—Editorials—Advertisements

Humanizing the Catalogue

Distinctive Touches Shown in the Appeal of Some Well-known Advertisers

IS it possible to make the average catalogue more interesting?

Is it necessary to do so?

Is anything demanded further than showing the goods and describing them?

These are very natural and important queries. We hear them every day.

Perhaps the best answer is a brief recital of what has been done in this direction by "the big fellows." In general, it may be said that the catalogue of yesterday is rapidly disappearing. These books of business *can* be humanized. It requires something more than a printshop and woodcuts. The very personality of the house is now clearly definable in the pages of the modern catalogue. Schemes are being thought out to make people want to read catalogues and save them, and refer to them from time to time.

DESIRABLE CATALOGUE NOVELTY

A rug concern has always issued a very conservative catalogue each year and it has been consistently successful. As far as anybody could discover, it was as efficient as catalogues can be. This year, however, an innovation has been planned and enthusiasm runs high. The salesmen claim it is the best and most helpful piece of advertising literature the firm has ever put out. The scheme is not complex. A portion of the book is so folded as to make it possible to place a die-cut sheet directly over the beautiful color reproduction of a rug. On the top sheet, a room is sketched—say a bedroom. That portion to be occupied by a large rug is die-cut out, leaving a hole in the paper through which the rug, in colors, can be seen. They fit exactly. You may try a dozen or more rugs of different designs and colors with that bedroom. The effect is there for you to study. And there are other pages of other rooms. Automatically,

in this catalogue, you may try as many different rugs as you please on the floor of one room or all of the rooms. The whole scheme is happily adjustable. In previous catalogues it was possible to show but one room, with one rug. If the reader didn't happen to care for that particular combination the page was wasted. This ingenious stunt makes a "live" catalogue—a silent salesman and demonstrator for the firm—and it is not to be denied that people *like novelty*.

Lord & Taylor, of New York, are extensive users of "direct advertising." In a year they issue an almost unbelievable number of booklets, folders, catalogues, etc. These are sent out with statements or individually, to a mailing-list of selected names. Some of these are old customers—some "prospects." But if Lord & Taylor anticipate an important White Sale, or Furniture Sale, or any other merchandising "event," the books they send out in advance of the date are oftentimes virtually catalogues, by reason of their size, display, edition and general "make-up." Imagine the unending detail of this gigantic undertaking. And yet, it is no exaggeration to say that these books are quite as pretentious as the sort other businesses issue once a year, and have well nigh as many virtues to recommend them.

A STUDIED SETTING FOR GOODS ILLUSTRATED

It is not deemed sufficient to "simply show the goods," however brilliantly executed the drawing or retouching. That sort of catalogue belongs to yesterday. Furniture is to be the feature. Well and good—in a studio especially constructed for the purpose, a complete bedroom is arranged. Not a single detail is omitted or forgotten, down to rugs which match, and dainty period-framed pictures on the walls. When this room is photographed it is per-

fect. It could be lived in—slept in. It would bear the critical scrutiny of the professional "period" connoisseur.

Then another room is made up, with equal thought and care, and so on, until enough plates to complete the book are secured. Someone who has the proper sense of selection decides upon stock—its weight and color, and method of unique folding. Square half-tones are not plastered at the top of a page—not a bit of it—those pages are babied and petted and fussed over for days—even weeks.

"We must do something new."

"We must do something better."

"We must do something distinctive."

These are the working slogans of the Lord & Taylor publicity department.

When madame receives, at her breakfast-table, a beautiful booklet in a neat envelope, she realizes, the moment she ripples open its pages, that Lord & Taylor have considered *her* tastes—have taken it for granted that *she* is a person of discrimination—have gone out of their busy way to place in her hands a printed announcement which shall truthfully reflect the quality of the department it proposes to interest her in. And—make no mistake—she appreciates it. She is grateful. She reads that book with more care and consideration than she might have otherwise.

The page spread out upon the table, as she sips her coffee, is artistic to a degree. The half-tone is tipped-in against a buff tint-block, the text runs to the right of the page with cool, quieting, restful white margins, and below there appears a charming little pen-and-ink vignette showing costumed figures of the same period, executed *à la* Abbey. From cover to cover, good taste is in evidence, and, although this catalogue is to live but a few short weeks, as the passing of the special sale will end its timely usefulness, it is in itself a perfect piece of publicity, rounded off and polished up to suit the most fastidious.

"I never throw away a Lord &

Taylor booklet or catalogue," remarked a lady, pointing with pride to a sizable package, "they are really too good—too interesting—too pretty!"

That's real salesmanship, on paper.

GIVING "ATMOSPHERE" TO MACHINERY

It would seem that the catalogue exploitation of patented baking machinery offers no allurements to the builder of attractive printed matter. Machinery is machinery and at best rather prosaic stuff. But the Fleischmann company made up its mind to do something to interest the trade in modern equipment. From the very inception of this business, catalogues directed to the baker himself and to the consumer had been about as picturesque and poetical as the inside of a boiler-factory. Big, complex, sinister-faced ovens had never been known to take any blue-ribbon prizes for esthetic beauty.

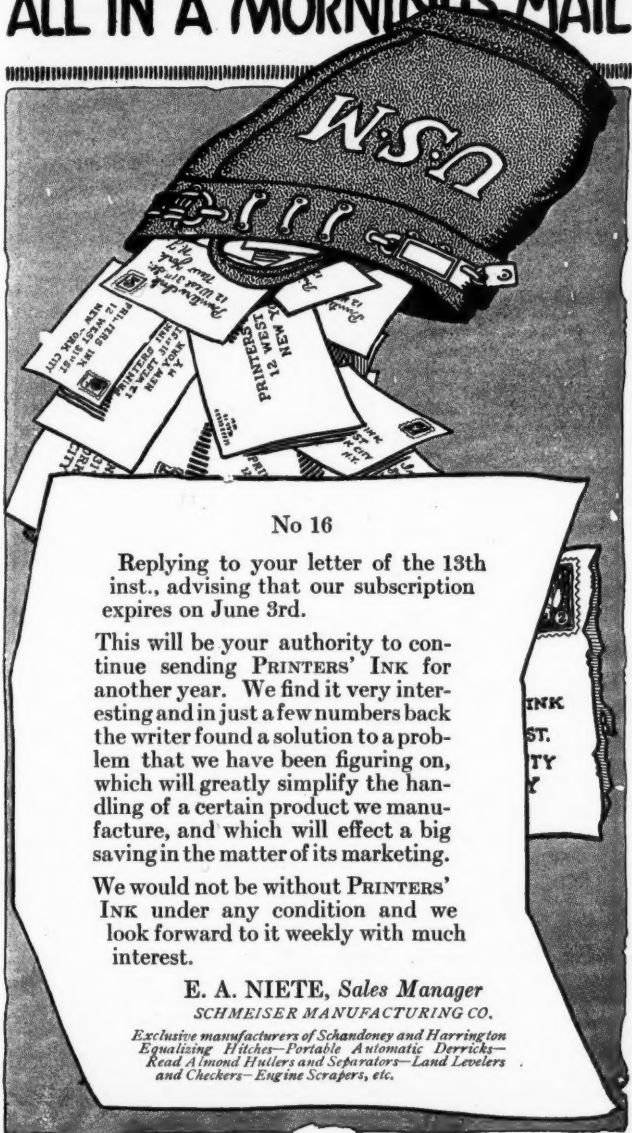
The idea was conceived to start at the very first primitive oven and work gradually up, with text and pictures, to the twentieth-century model. The catalogue was laid out approximately nine by eleven—nice, large, generous pages, the stock of superior kid-finish white, deckle-edged. To the center of these pages, slightly to the right, boxed-in panels for text were arranged and all remaining space was given over to most elaborate studies of ovens of various sorts, from the time when coarse bread was baked betwixt hot stones. A tint printed over these vigorous vignettes permitted of "contrasty" cut-out whites, and as appropriate figures were included, human interest was not lacking.

This catalogue, when completed, was something more than a piece of printed matter—a catalogue. It was an educational text-book—a thing to be carefully read, carefully digested and carefully preserved.

Somewhat better than the mere presentation of a frowning piece of bake-shop machinery, eh?

A Canadian corporation under-

ALL IN A MORNING'S MAIL



No 16

Replying to your letter of the 13th inst., advising that our subscription expires on June 3rd.

This will be your authority to continue sending PRINTERS' INK for another year. We find it very interesting and in just a few numbers back the writer found a solution to a problem that we have been figuring on, which will greatly simplify the handling of a certain product we manufacture, and which will effect a big saving in the matter of its marketing.

We would not be without PRINTERS' INK under any condition and we look forward to it weekly with much interest.

E. A. NIETE, Sales Manager
SCHMEISER MANUFACTURING CO.

*Exclusive manufacturers of Schandoney and Harrington
Equalizing Hitches—Portable Automatic Derricks—
Read Almond Hullers and Separators—Land Levelers
and Checkers—Engine Scrapers, etc.*

FOR RESULTS USE

The Times- Picayune

NEW ORLEANS

The Times-Democrat, Established 1863
The Daily Picayune, " 1837
Consolidated April 6, 1914

MEMBERS A. B. C.

For the first six months of 1915 The Times-Picayune carried a total of 3,001,916 lines of advertising; the second paper carried 2,407,631 lines; the third paper carried 2,350,637 lines. The Times-Picayune leads in circulation, in volume of advertising, and in the regard of the people. You can completely cover New Orleans and its trade territory by using The Times-Picayune alone.

Foreign Advertising Representatives:

CONE, LORENZEN & WOODMAN

Brunswick Building, New York
Advertising Building, Chicago

Offices in

Kansas City, Detroit, Des Moines and Atlanta

took the problem of a gigantic engineering installation. It represented the building of a great dam, concrete electric power-houses, engine-houses and monster arches. A body of water was literally gripped in an heroic hand of concrete and switched off to adapt itself to the needs of man. Stockholders were following this long, serious task with restive concern and interest. Startling expenditures of money were, of course, necessary.

When concrete buildings and sections of the dam began to peep above the damp earth, like monster gray mushrooms, and vast stretches of cleared river-bed were in readiness for the deluge, a catalogue was proposed.

But, strangely enough, when photographers were sent to the grounds and large plates were developed, they were most uninteresting. Dummies were made up containing these same photographs, but those most interested agreed that this book was depressing rather than an inspiration. The majesty and dignity of the achievement were not told in a human way. This book would be "cold"—even the shrewd photograph of a yawning, soggy river-bed was not particularly impressive.

HOW NATURE HELPED

The dam was situated near Cedar Rapids. Spruce and hemlock and maple and dark, aromatic cedars were characteristic of the locality. Engineers, during the noon hour, walking short distances from the dam, would come upon the unmistakable activities of the beaver.

This progressive little animal was flinging his chip-and-brush barricades across the forest streams. Everywhere there were beaver-dams. And everywhere, above, was a protecting canopy of Canadian maple.

All of which provided the necessary inspiration for the creator of the catalogue. On each page of photographic material there was introduced the animated theme of the industrious little beaver. Maple leaves and cedar boughs were employed as line

decoration wherever there was opportunity.

Nothing could have been more appropriate than the beaver idea, for the larger operation was merely man's throwing across a stream his own conception of a dam. In parenthesis, it may be said that the catalogue made a tremendous "hit" with the stockholders.

The great mail-order houses depend upon their catalogues to no inconsiderable extent. Who has visited the small Western home, far remote from shopping centers and the bright lights, and not discovered there the corpulent Sears, Roebuck and Company catalogue or the aggressive family of sizable books issued at regular intervals by Montgomery Ward and Company? These publications are tucked alongside the precious album and Webster's and the Bible. They are sacred to every living soul beneath this peaceful roof. They bind the snowy solitudes with big, bustling, active Chicago. They lift, with shadowy hands, our immortal "Loop" and place it just beyond the rural-free-delivery box which gleams white upon the gate-post. They spread upon the little lamp-lighted sitting-room table all the marvels of the most amazing bargain-counter in the universe. They create beautiful dreams for tired women, who seldom see beyond the cramped confines of far-away homes.

Only the patient inhabitants of "out-yonder" know the full depth of meaning of the mail-order catalogue. It is a living, animated, treasured thing to them.

And so—always eager to make "better" "*best*,"—these two concerns have taken the mail-order catalogue miles and miles ahead of the times.

A little while ago, a department catalogue, issued by Montgomery Ward and Company, represented so much paper, type and prosaic illustration of goods. This was what had always been done in the past, and there seemed no real need of doing it differently. The paper was of a cheap grade out of necessity. Each edition ran into hundreds of thousands. Each

department issued its own special catalogue, and each book was composed of hundreds of pages. Moreover, these catalogues were reprinted and revised every so often.

THE UPLIFT IN MAIL-ORDER CATALOGUES

We will take the Montgomery Ward and Company grocery catalogue for example, as representative of practically all the series. As the book was once issued, 50 pages devoted to various brands and grades of canned vegetables were made up of simple blocks of descriptive text (price-lists) and wood-cuts or line engravings of the containers. There was nothing to relieve this monotony. If a housewife, in the wilds of Kansas, wished to order a sufficient stock to make her pantry complete for the winter, she scanned these 50 pages and jotted down her wants. There was no inspiration in it. The event was as wildly exciting as a morning's session with the *Congressional Record*.

Now it is very different indeed. The Montgomery Ward and Company grocery catalogue is as interesting to read as a magazine. It is as entertainingly illustrated as one, too. We turn to a section given over to various brands of tea. On the first page there is an illustrated heading. It shows an attractive hostess serving from an equally exquisite "caddy." She is surrounded by friends, and the cosy corner of the little sitting-room is as dainty and as attractive as dotted Swiss and wicker furniture and green grass carpets and window slats and vista of flowers through a double window makes possible.

That heading puts us in a receptive mood at once. There's sunshine in it, and optimism and a subtle suggestion that these people are enjoying good tea, served well.

Down through the page there are pictures of a number of packages of tea. They are shown in a manner which admits of reading labels and carefully studying trade-marks. In each case, however, the package has been "set

off" by some simple, artistic, expedient. One rests upon the corner of the kitchen table, with a shadowy suggestion of background. Another is shown on the cupboard shelf, another is made less "hard" and conventional because of dainty cups grouped around it. Turning to another page on tea—an artist has drawn delightful little vignettes of the various processes of tea-picking and preparing for the market. There is an Oriental flavor to them. They are executed, too, in a technique new to us. We say, as we look at these illustrations: "I have never seen anything like that before!" And on the third tea-page—from top to bottom, stands a most attractive Chinese girl. She is in her native costume and has a chrysanthemum tucked in her dark hair. Facing us, she holds out a tray, and we can all but smell the aroma of piping-hot Oolong.

Heretofore, there were many pages of solid, unembellished text and painfully correct reproductions of cans and packages. The new order of things is unmistakably a pleasing innovation—it becomes a genuine treat for us to read every line on these same pages.

And suppose we turn to the dried-fruit department. An inanimate and helpless prune, withered and wan with age, is not exactly beautiful. The fig, long since reduced to ignominious shape, is not fair to gaze upon. Nor can we go into ecstasies over the grace and poise of the anemic raisin, laid away in mummified form.

But, gratifying to note, some genius of composition and the brush has made these California luxuries appetizing.

There are broad, sunny vistas of the growing grape. There are orchards and showering fruit blossoms. There are tricky little serving-trays, all "dolled up," in the midst of which our venerable friend, the prune, rises from a paradise of juice and white doiley. There are cut-glass dishes, piled high with such dates and figs as never mortal man gazed upon before. The modest raisin is

The Home and the Business Man

are both reached by the

Los Angeles Examiner

more completely than by any other Los Angeles newspaper.

The Examiner's news columns are replete with local happenings, society events and matters that interest the home circle.

The A.B.C. reports show that 80% of its circulation is delivered by carrier direct into the homes.

The Examiner's Market and Financial pages, Telegraphic News and its constant and aggressive work for the Industrial Expansion of the Los Angeles territory have made it indispensable to the business man.

Its work for the public good has been endorsed by practically every civic and commercial body of Southern California.

The HOME and the BUSINESS MAN do all the buying. They are yours in the highest degree through the

Los Angeles Examiner

M. D. HUNTON
Eastern Representative
220 Fifth Ave., New York

W. H. WILSON
Western Representative
Hearst Building, Chicago

The Backbone

of this country is the great middle class, the people who live surrounded by every comfort without excessive luxury, and are yet able to afford everything they need.

These people will economise in the future—are economising now—and to that end are buyers of labour-saving appliances, and many articles of everyday use in America that have not so far met with a ready sale here owing to domestic service being more easily obtained.

If your goods appeal to these people in

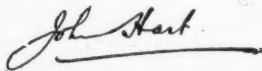
Great Britain

you will find one medium that will enable you to test the market at a very slight cost and will yet give you a fair indication of your possibilities.

London Opinion

covers the country, goes right home into a quarter of a million right homes every week.

I can help you in many ways. I know where to obtain the information you need. So write me to-day.



Advertisement Manager

LONDON OPINION

15. York Bldgs., Adelphi, London, Eng.

glorified until every last one of him, on the withered stem, seems luscious and tempting beyond belief. There are mortises formed of great clusters of ripe concords and there are human-interest studies of kiddies, half hidden in leaves, plucking the sort of peaches one would want the dried kind to be made of.

When you have finished looking through those several pages, you have a burning desire to rush right out and buy all the dates and raisins and dried apricots and prunes in the market.

And so we find that catalogue, from cover to cover—always interesting—always appetizing—always reminding of a great, fine, sweet-smelling market whose doors are always open to us, day and night.

Catalogues should be something more than mere wads of type and mechanical illustration—they should reach out, as it were, and welcome us and draw us into the good things they have in store.

Miniature Factories as an Advertising Project

The Liggett & Myers Company has installed a miniature "Oasis" cigarette factory in 23rd street, between Fifth and Sixth avenues, New York, and the American Tobacco Company has fitted up a "Mecca" factory in Luna Park, Coney Island. Several cigarette machines are to be found in each plant, with girl packers, etc., dressed in white and every department designed to mirror the sanitation prevailing in a real cigarette factory. The stunts have attracted sufficient attention thus far to justify the manufacturers in preparing to open other plants as rapidly as suitable locations offer.

In the "Oasis" plant near Madison Square, as in the "Mecca" factory, cigarettes are sold direct to the consumer. The "Oasis" from the manufacturer's demonstration booth carries a special coupon which, when combined with 60 others of the type packed with the regular run of goods available at cigar stores, makes a unit of 100 certificates. In this way the manufacturer does not compete directly with the retailer, for coupons given at the demonstration booth are redeemable only when combined with others from regular stock.

The Dooley-Brennan Company, Chicago, has secured the advertising accounts of the McClernan Metal Products Company and the Carbo Steel Post Company, both of Chicago.

Suiting the Type to the Reader's Age

RAILWAY AGE GAZETTE

NEW YORK, July 30, 1915.

Editor of PRINTERS' INK:

Here is what a man put up to me to-day and it seems to be a new one.

At least 90 per cent of the influential buyers in the steam railway industry—that is the big men in the business—are upward of 35 years of age.

The eyesight of the majority of men that age or older is considerably weaker than a man in his twenties, and constantly waning.

This being true, should not an advertiser discard those type faces we commonly refer to as giving a gray tone and resort to the stronger (blackier) faces?

The facts in this case seem to be correct. As publishers we have been rather adverse to the use of Gothic type and faces of that kind, but I am wondering what there may be in this statement.

Have you any facts that would seem to throw any light on this subject?

HENRY LEE, Secretary.

Lumber Mill Advertises Its Product

The Louisville Veneer Mills, of Louisville, Ky., which have been prominent in the manufacture of figured red gum, are adopting an innovation in advertising this wood to retail furniture dealers, space being used in the *Furniture Record and Furniture Review*. The concern takes the ground that figured gum and other brown woods are sure to displace Circassian walnut, which is extremely scarce at present on account of the war. Numerous associations of lumber and veneer manufacturers have advertised various woods, including gum, to others than their immediate customers, but this is perhaps the first time that an individual concern has entered the field. H. E. Snyder is advertising manager of the company.

Hupp Includes Stated Service with Each Auto Sold

The Hupp Motor Car Company, of Detroit, has announced in the magazines and in the newspapers over its dealers' signatures the introduction of a new form of service to purchasers of Hupmobiles. With each 1916 model there is given a book of coupons good for fifty hours of labor at any Hupmobile service station in the United States or Canada. "It guarantees your Hupmobile being kept in perfect running condition," says the announcement.

London Dailies Smaller

London newspaper publishers have formed an agreement to reduce the number of pages, due to decreased advertising and a shortage in the supply of chemicals necessary for the manufacture of white paper.



"Millions in Milk"

Missouri is the greatest natural dairy State in the Union because it is covered from one end to the other by an emerald mantle of matted blue grass, the like of which cannot be found in any other commonwealth. Added to this is the fact that it ranks as one of the three greatest corn producing States in the Nation—saying nothing about its fragrant Alfalfa fields which are beginning to stretch away in every direction.

For many years the habitat of the finest Beef Cattle, Hogs and Mules in the World, the farmers of Missouri were slow to become interested in Dairying. In recent years, however, this great industry has gotten a firm foothold with the result that it is putting over thirty millions of new dollars into the pockets of our farmers annually.

Everywhere there is a keen interest in co-operative creameries and the time is not far distant when Missouri will occupy a place in the front rank in Dairy production. Already it is the home of some of the greatest Dairy herds in the United States.

If you want to reach these thrifty Missouri Dairy farmers, put your copy in **THE MISSOURI FARMER**. It is their home paper and the official organ of The Missouri Dairy Association and our dairy questions are answered by the experts of Missouri's famous Agricultural College which stands within a few blocks of our editorial rooms. Only recently the biggest individual sale of pure bred Holsteins ever made in the West was consummated through our advertising columns.

THE MISSOURI FARMER
COLUMBIA, MO.

Selling Costs Reduced by Standardization

Progress Being Made in One Field Suggests an Extension That Would Mean Larger Profits All Along the Line.

Special Washington Correspondence

IT is conceded that if the Columbia Graphophone Company had not been able to advertise that its records "will play on your machine," it would not have been able to report a "staggering increase" in business during the last eight months despite the war.

But talking-machines and records by no means constitute the only line wherein sales problems have been simplified through standardization. Jumping from the field of luxuries to that of necessities it is worthy of note that, with the same object in view, there has recently been marked progress toward standardization in the line of vehicles and farm-operating equipment.

Particularly significant is the move in the direction of wagon standardization which has been made by the National Implement and Vehicle Association of the United States. Here is a line where the need of greater uniformity in manufacturing policy has been manifest and where the move in behalf of standardization is proportionately welcome.

Moreover, the progress already made is eloquent proof of what may be accomplished where there is co-operation between manufacturers and advertisers. Incidentally, it may be mentioned that, so great will be the effect of wagon standardization upon road conditions and road improvement throughout the United States, this project is likely to be far-reaching in results, extending in influence, for instance, to the motor-car field.

"This effort in standardization," explains E. W. McCullough, secretary of the Implement and Vehicle Association, "deals very strongly with the elimination of the tremendous variety of farm wagons now made to suit the notions, rather than the needs, of the

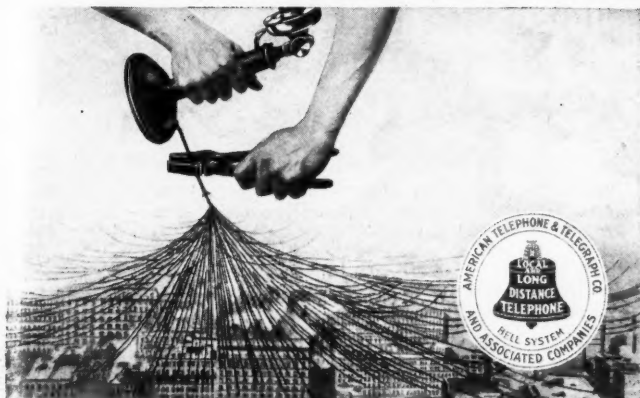
farmer, and if all that is unnecessary can be eliminated a great forward step will have been taken."

The hint herein conveyed that fashion may be controlled or influenced by standardization will not be lost on advertisers who handle products where appeal to popular fancy is more of a factor than is the case with farm wagons.

Standardization must start with the retail distributor and the ultimate consumer—this is the most interesting of the conclusions reached by Secretary McCullough, after grappling for a year with the problems of a "get-together" movement. Says he: "The progress of this undertaking is likely to be more or less slow and must begin with the farmer and the dealer. Also, one step at a time must be taken, instead of attempting to introduce something radically different from what is being used at the present time."

GRADUAL WORKING OUT OF STANDARDS

Among progressive wagon-builders the idea of farm-wagon standardization has been gradually taking form for several years past and in December, 1914, a definite step was taken when the farm-wagon department of the National Implement and Vehicle Association formally adopted a plan for the standardization of wagons which had been submitted by a committee appointed for the purpose. Manufacturers were urged to convince themselves of the simplicity of the plan proposed by making an experiment in their own factories. It is urged that, in order to produce early results, all manufacturers put each item of the standardization scheme into operation as early as their factory plans will permit—January 1, 1916, being the final date on which all should try to adopt the entire plan.



If a Giant Cut the Wires

Suppose all telephones were silent, and that for forty-eight hours you could not even call a telephone exchange anywhere in the Bell System to ask what the trouble was!

Imagine the confusion which would prevail—with personal visits and messengers substituted for direct, instant communication; with sidewalks, street cars and elevators jammed; with every old-fashioned means of communication pressed into service and all of them combined unable to carry the load.

The instant contact of merchant with customer, of physician with patient, of friend with friend, would be severed; the business man and the housewife would lose the minutes and hours the telephone saves them. The economic loss would be incalculable.

There would not be time enough to do the things we are accustomed to do, and social as well as business life would be paralyzed.

Such a condition is almost inconceivable. The Bell System has developed telephone service to the highest degree of usefulness and made it so reliable that its availability is never questioned. It has connected cities, towns and the remotest places from coast to coast, and has taught the people the advantages of nation-wide telephone facilities.

Plans are made, buildings built and businesses run with Bell Service taken for granted, and yet we have to imagine what it would mean to be entirely without telephones before the great value of this ever-present service can really be appreciated.

**AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES**

One Policy

One System

Universal Service

"You Are Wanted in the Board Room"

The directors had been in session about an hour, when Williams, head accountant for the firm, was sent for. "Williams," snapped the president as he entered, "would you advise us to issue a block of collateral trust bonds to finance a new addition to our factory which will cost about \$60,000?"

"No," said Williams, "the company's credit is good enough for an issue of \$60,000 one to three-year notes without security. If necessary, the new building could be mortgaged after construction; at the present rate the business could pay the whole loan in 5 years."

A rapid-fire series of questions followed, covering the financial, advertising and sales policies, to each one of which Williams gave concentrated thought, quick decision and convincing reply.

The president's final question was, "Williams, how would you like to become treasurer of the company at \$6,000 a year?"

A few days later Williams wrote us: "I could have answered few, if any, of the questions asked me without the knowledge I gained from your Course and Service. I found out later that the president knew all the time I was following your Course, and wanted to prove to the rest of the directors that I could intelligently consider and discuss business problems."

These critical moments come to all of us—at any time a quick decision, an immediate answer, may decide the fate of a business venture or a business career. At such a time general impressions don't count. The question then is: "What do you know?"

The Modern Business Course and Service of the Alexander Hamilton Institute gives you a knowledge of business as a whole: finance, accounting, economics, organization, advertising, selling, credits, costs and commercial law.

Alexander Hamilton Institute is planned and conducted by recognized authorities under the supervision of an Advisory Council composed of the following educators and business leaders:

JOSEPH FRENCH JOHNSON, D.S.C., Dean of the New York University School of Commerce, Accounts and Finance.

FRANK A. VANDERLIP, LL.D., President of The National City Bank of New York.

JOHN HAYES HAMMOND, Mining Engineer.

JEREMIAH W. JENKS, LL.D., Professor of Government, New York University.

ELBERT H. GARY, LL.D., Chairman of the Board, U. S. Steel Corporation.

Its subscribers include men in every rank of business life—men seeking knowledge otherwise obtained only by years of bitter experience—if at all. Find out today what it offers you.

"Forging Ahead in Business"

contains a vital message drawn from the experiences of hundreds of successful business men. We will gladly send you a copy free. Request it on your business letterhead or the coupon.

Alexander Hamilton Institute
31 Astor Place, New York



Without placing me under any sort of obligation, send me your book, "Forging Ahead in Business," and full information regarding your Course and Service.
(Write your name, address and business position below.)

Manufacturers in the wagon field do not claim credit for initiating the movement for standardization, as has been done by producers in certain other lines. The wagon men say frankly that their action is a direct response to wide-spread demands made upon them by users and dealers throughout the country. And assuredly must it be admitted that things had reached a pretty pass when a retail merchant could carry forty-seven different farm wagons and yet with that range of stock be unable (as was the case in an actual instance) to fill the order of a farmer who asked for no freak article, but simply a plain, ordinary farm wagon—but, as it happened, a wagon with 10-inch stakes instead of the 6, 8, 12 and 14 inch stakes on hand.

To permit the dealer, the jobber and the manufacturer to *serve the user quicker and better*—this, in a nutshell, is the object of the wagon-standardization scheme. Heretofore, with wagon models almost without number cluttering the market, it has worked out that no dealer with ordinary showroom and warehouse space could plan to carry in stock more than one wagon of each principal pattern. Inevitably then if having sold a given wagon he quickly had a second call for the same type of wagon there was nothing for it but to tell the customer that he would order from the factory or distributing agency, but that he must put up with a little delay because the goods could not be supplied out of stock.

"Every dealer, jobber and manufacturer knows," says the National Association in announcing its new policy, "that large and unnecessary variety in any line not only reduces, but in many instances kills profits." Especially is this true in a line such as vehicles where the individual article is large, necessitating a considerable aggregate floor space for display and storage, and where the cost per unit is such that the retail merchant finds that in order to carry anything like a complete stock a relatively heavy investment is necessary. Then, too, it must be borne in mind that in

the case of farm wagons, as with automobiles, etc., the repair proposition is one that must ever be figured in, and standardization would be well worth while if it did no more than allow the average dealer to have a smaller inventory of spare parts.

CONSUMERS SEE NEED OF STANDARDIZATION

In calling attention to the fact that there are notable instances of modern business success based solely on the standardization of stock, one of the leading officials of the National Implement and Vehicle Association recently said: "Competition has forced catering to the buyer's whims rather than to his needs, until almost every line of business is realizing that the increase in expense is due largely if not altogether to the extra cost of handling and manufacturing too many variations of sizes, kinds and descriptions of product. The reaction has set in and all classes, including the consumer, are recognizing the fact that properly adopted standards in styles and construction mean not only economy in cost of handling and construction but the maximum of value and utility to the consumer."

Whereas the immediate purpose of the effort for the standardization and simplification of wagons is to produce an interchangeable line of wagon parts, it is hoped that ultimately standard tires also may be adopted. "If standard tires can be adopted," said Secretary McCullough recently, "and these widths embodied in all State laws, and with the Government at Washington back of them, a tremendous economy to farmer, dealer and manufacturer will have been accomplished. However, the country must undergo a course of education before the wagon-user would be willing to adopt the proposed standard widths of tire which would protect all made roads from injury. This is especially true of sections in which there are no hard roads and the dirt roads during the rainy season are practically impassable. This would be the case in the black

Selling Costs Reduced by Standardization

Progress Being Made in One Field Suggests an Extension That Would Mean Larger Profits All Along the Line.

Special Washington Correspondence

IT is conceded that if the Columbia Graphophone Company had not been able to advertise that its records "will play on your machine," it would not have been able to report a "staggering increase" in business during the last eight months despite the war.

But talking-machines and records by no means constitute the only line wherein sales problems have been simplified through standardization. Jumping from the field of luxuries to that of necessities it is worthy of note that, with the same object in view, there has recently been marked progress toward standardization in the line of vehicles and farm-operating equipment.

Particularly significant is the move in the direction of wagon standardization which has been made by the National Implement and Vehicle Association of the United States. Here is a line where the need of greater uniformity in manufacturing policy has been manifest and where the move in behalf of standardization is proportionately welcome.

Moreover, the progress already made is eloquent proof of what may be accomplished where there is co-operation between manufacturers and advertisers. Incidentally, it may be mentioned that, so great will be the effect of wagon standardization upon road conditions and road improvement throughout the United States, this project is likely to be far-reaching in results, extending in influence, for instance, to the motor-car field.

"This effort in standardization," explains E. W. McCullough, secretary of the Implement and Vehicle Association, "deals very strongly with the elimination of the tremendous variety of farm wagons now made to suit the notions, rather than the needs, of the

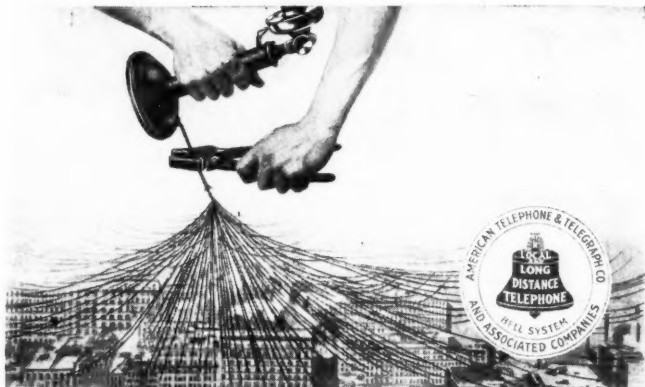
farmer, and if all that is unnecessary can be eliminated a great forward step will have been taken."

The hint herein conveyed that fashion may be controlled or influenced by standardization will not be lost on advertisers who handle products where appeal to popular fancy is more of a factor than is the case with farm wagons.

Standardization must start with the retail distributor and the ultimate consumer—this is the most interesting of the conclusions reached by Secretary McCullough, after grappling for a year with the problems of a "get-together" movement. Says he: "The progress of this undertaking is likely to be more or less slow and must begin with the farmer and the dealer. Also, one step at a time must be taken, instead of attempting to introduce something radically different from what is being used at the present time."

GRADUAL WORKING OUT OF STANDARDS

Among progressive wagon-builders the idea of farm-wagon standardization has been gradually taking form for several years past and in December, 1914, a definite step was taken when the farm-wagon department of the National Implement and Vehicle Association formally adopted a plan for the standardization of wagons which had been submitted by a committee appointed for the purpose. Manufacturers were urged to convince themselves of the simplicity of the plan proposed by making an experiment in their own factories. It is urged that, in order to produce early results, all manufacturers put each item of the standardization scheme into operation as early as their factory plans will permit—January 1, 1916, being the final date on which all should try to adopt the entire plan.



If a Giant Cut the Wires

Suppose all telephones were silent, and that for forty-eight hours you could not even call a telephone exchange anywhere in the Bell System to ask what the trouble was!

Imagine the confusion which would prevail—with personal visits and messengers substituted for direct, instant communication; with sidewalks, street cars and elevators jammed; with every old-fashioned means of communication pressed into service and all of them combined unable to carry the load.

The instant contact of merchant with customer, of physician with patient, of friend with friend, would be severed; the business man and the housewife would lose the minutes and hours the telephone saves them. The economic loss would be incalculable.

There would not be time enough to do the things we are accustomed to do, and social as well as business life would be paralyzed.

Such a condition is almost inconceivable. The Bell System has developed telephone service to the highest degree of usefulness and made it so reliable that its availability is never questioned. It has connected cities, towns and the remotest places from coast to coast, and has taught the people the advantages of nation-wide telephone facilities.

Plans are made, buildings built and businesses run with Bell Service taken for granted, and yet we have to imagine what it would mean to be entirely without telephones before the great value of this ever-present service can really be appreciated.

**AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES**

One Policy

One System

Universal Service

"You Are Wanted in the Board Room"

The directors had been in session about an hour, when Williams, head accountant for the firm, was sent for. "Williams," snapped the president as he entered, "would you advise us to issue a block of collateral trust bonds to finance a new addition to our factory which will cost about \$60,000?"

"No," said Williams, "the company's credit is good enough for an issue of \$60,000 one to three-year notes without security. If necessary, the new building could be mortgaged after construction. At the present rate the business could pay the whole loan in 5 years."

A rapid-fire series of questions followed, covering the financial, advertising and sales policies, to each one of which Williams gave concentrated thought, quick decision and convincing reply.

The president's final question was, "Williams, how would you like to become treasurer of the company at \$6,000 a year?"

A few days later Williams wrote us: "I could have answered few, if any, of the questions asked me without the knowledge I gained from your Course and Service. I found out later that the president knew all the time I was following your Course, and wanted to prove to the rest of the directors that I could intelligently consider and discuss business problems."

These critical moments come to all of us—at any time a quick decision, an immediate answer, may decide the fate of a business venture or a business career. At such a time general impressions don't count. The question then is: "What do you know?"

The Modern Business Course and Service of the Alexander Hamilton Institute gives you a knowledge of business as a whole: finance, accounting, economics, organization, advertising, selling, credits, costs and commercial law.

Alexander Hamilton Institute is planned and conducted by recognized authorities under the supervision of an Advisory Council composed of the following educators and business leaders:

JOSEPH FRENCH JOHNSON, D.S.C., Dean of the New York University School of Commerce, Accounts and Finance.

FRANK A. VANDERLIP, LL.D., President of The National City Bank of New York.

JOHN HAYES HAMMOND, Mining Engineer.

JEREMIAH W. JENKS, LL.D., Professor of Government, New York University.

ELBERT H. GARY, LL.D., Chairman of the Board, U. S. Steel Corporation.

Its subscribers include men in every rank of business life—men seeking knowledge otherwise obtained only by years of bitter experience—if at all. Find out today what it offers you.

"Forging Ahead in Business"

contains a vital message drawn from the experiences of hundreds of successful business men. We will gladly send you a copy free. Request it on your business letterhead or the coupon.

Alexander Hamilton Institute

31 Astor Place, New York



Without placing me under any sort of obligation, send me your book, "Forging Ahead in Business," and full information regarding your Course and Service.
(Write your name, address and business position below.)

Manufacturers in the wagon field do not claim credit for initiating the movement for standardization, as has been done by producers in certain other lines. The wagon men say frankly that their action is a direct response to wide-spread demands made upon them by users and dealers throughout the country. And assuredly must it be admitted that things had reached a pretty pass when a retail merchant could carry forty-seven different farm wagons and yet with that range of stock be unable (as was the case in an actual instance) to fill the order of a farmer who asked for no freak article, but simply a plain, ordinary farm wagon—but, as it happened, a wagon with 10-inch stakes instead of the 6, 8, 12 and 14 inch stakes on hand.

To permit the dealer, the jobber and the manufacturer to *serve the user quicker and better*—this, in a nutshell, is the object of the wagon-standardization scheme. Heretofore, with wagon models almost without number cluttering the market, it has worked out that no dealer with ordinary showroom and warehouse space could plan to carry in stock more than one wagon of each principal pattern. Inevitably then if having sold a given wagon he quickly had a second call for the same type of wagon there was nothing for it but to tell the customer that he would order from the factory or distributing agency, but that he must put up with a little delay because the goods could not be supplied out of stock.

"Every dealer, jobber and manufacturer knows," says the National Association in announcing its new policy, "that large and unnecessary variety in any line not only reduces, but in many instances kills profits." Especially is this true in a line such as vehicles where the individual article is large, necessitating a considerable aggregate floor space for display and storage, and where the cost per unit is such that the retail merchant finds that in order to carry anything like a complete stock a relatively heavy investment is necessary. Then, too, it must be borne in mind that in

the case of farm wagons, as with automobiles, etc., the repair proposition is one that must ever be figured in, and standardization would be well worth while if it did no more than allow the average dealer to have a smaller inventory of spare parts.

CONSUMERS SEE NEED OF STANDARDIZATION

In calling attention to the fact that there are notable instances of modern business success based solely on the standardization of stock, one of the leading officials of the National Implement and Vehicle Association recently said: "Competition has forced catering to the buyer's whims rather than to his needs, until almost every line of business is realizing that the increase in expense is due largely if not altogether to the extra cost of handling and manufacturing too many variations of sizes, kinds and descriptions of product. The reaction has set in and all classes, including the consumer, are recognizing the fact that properly adopted standards in styles and construction mean not only economy in cost of handling and construction but the maximum of value and utility to the consumer."

Whereas the immediate purpose of the effort for the standardization and simplification of wagons is to produce an interchangeable line of wagon parts, it is hoped that ultimately standard tires also may be adopted. "If standard tires can be adopted," said Secretary McCullough recently, "and these widths embodied in all State laws, and with the Government at Washington back of them, a tremendous economy to farmer, dealer and manufacturer will have been accomplished. However, the country must undergo a course of education before the wagon-user would be willing to adopt the proposed standard widths of tire which would protect all made roads from injury. This is especially true of sections in which there are no hard roads and the dirt roads during the rainy season are practically impassable. This would be the case in the black

waxy lands of north Texas, where the use of a wide-tire wagon during certain seasons of the year would be impossible."

The situation in the wagon market well illustrates, too, how the "campaign of education" incident to the average attempt at standardization may be turned to account in acquainting the purchasing public with the difficulties of meeting certain popular demands. For some time past there has been heard more or less grumbling in this country because American wagon manufacturers have not exploited the manifestly economical low-bed wagons which have long been in use in Europe, and which have latterly been adopted to some extent in New England. Now come the wagon-makers, in connection with their present crusade for standardization, and explain that they have long appreciated the need of bringing wagon beds nearer to the ground, but that this advance waits, in a sense, on the ultimate consumers—that is, the condition of the roads in many sections of this country and the lack of roads worthy of the name in yet other sections virtually tie the hands of the manufacturers in the matter of bringing out lower-wheeled wagons which would of course have a considerable difference in draft.

McCampbell With Druggist Trade Papers

George M. McCampbell, Jr., has been appointed advertising manager of the *Pharmaceutical Era*, *Soda Fountain* and *Weekly Drug Markets*, published in New York. He was formerly general manager of Hall & Ruckel, drug manufacturers, and last year joined the advertising staff of *El Comercio*.

Waldron Joins Lesan Agency

E. R. Waldron, formerly with the Dunlap-Ward Advertising Company, of Detroit, has joined the staff of the H. E. Lesan Advertising Agency, and will be located in the Detroit office.

Brownell Eastern Manager of "Countryside"

Albert W. Brownell, for the past three years with the *Countryside Magazine*, has been appointed Eastern advertising manager of that magazine.

Accuracy of Expression Won't Allow Generalizations

JOHNSON EDUCATOR FOOD COMPANY
BOSTON, August 5, 1915.

Editor of PRINTERS' INK:

I was glad to see you put the blue pencil through the word "very" in *PRINTERS' INK* of July 15. If there is any word that is overworked it is this needless and meaningless adjective. It adds nothing in strength. If you are glad to see a person, you are glad, and saying "very" glad does not emphasize your feelings. During my 18 years editing copy on the Boston *Herald* I never allowed this word to get by except in rare instances.

Another meaningless expression which I think should be discouraged is that of "quite a few." It does not mean anything to the one who says it, neither conveys anything to the hearer, and encourages laziness. For instance, if you ask your son how many people there were at the affair he attended last evening, instead of being content with the general remark of "quite a few," get him into the way of thinking quickly, and, by mentally bringing before his vision the gathering you had in mind, size up the audience and tell you whether in his mind there were 25, 40, 75 or 100 present.

Generalizations breed mental laziness when with a little mental effort answers to questions could be given that would be sufficiently accurate to mean something.

F. N. BARBOUR.

Kodak Company Offers Prizes for Photographs

The Eastman Kodak Company has announced a \$3,000 prize contest, in which awards will be made for pictures illustrating Kodak advertising slogans. Two prizes of \$300 and \$200, respectively, will be given for the best photos illustrating any of these slogans:

"Take a Kodak with you."

"All outdoors invites your Kodak."

"There are no game laws for those who hunt with a Kodak."

"Let the children Kodak."

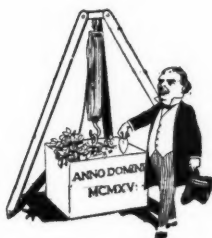
"Write it on the film—at the time."

In addition a \$500 prize will be given for the best slogan submitted, with a picture illustrating it.

Many other prizes will also be awarded.

Makes Advertising Capital of Exposition Exhibit

The Simmons Hardware Company is using newspaper space in Pacific Coast cities to urge the local hardware dealers to see the company's exhibit at the Panama-Pacific International Exposition. The advertising is made strictly local in character by publishing in each piece of copy a letter from some prominent Pacific Coast hardware man in regard to the exhibit, together with a carefully made line-drawing of the individual in question. Then follows a brief description of the display, and an invitation to see it.



THE foundation of all printing is paper—and your message on poor paper runs the same danger of obliteration as the proverbial house on shifting sands.

STRATHMORE Quality PAPERS

Strathmore Papers (Bond, Book, Cover or Special) form the cornerstone of thousands of permanent printing jobs; permanent, first, because of the enduring quality of Strathmore making.

And—most important for your story—permanent because of the ineffaceable impression their pleasing tints and surfaces produce with prospects at first sight.

The Strathmore Sample Books present a significant array of unusual and enduring printing ideas founded on Strathmore Papers. They are well worth an examination—and are free.



STRATHMORE
PAPER CO.

MITTINEAGUE, MASS.
U. S. A.

FALL LISTS

Should include *Pittsburgh* and the—

Gazette Times

Morning and Sunday—

Chronicle Telegraph

Evening except Sunday

They are the **TWO BIG NEWS-PAPERS** in a metropolitan district of 1,042,555 people.

FLAT
COMBINATION RATE 22½c PER
AGATE LINE

For further information and co-operation write

URBAN E. DICE,
Foreign Advertising Manager
PITTSBURGH, PENNSYLVANIA.

J. C. WILBERDING
225 Fifth Avenue.....New York City

The J. M. BRANHAM COMPANY
Mallers' Building.....Chicago
Chemical Building.....St. Louis

That Half Million

In New York State
there are more than
500,000 persons who
cannot speak English.
In New York City alone
145,000 Italians read
one paper published in
their native language.

Enter this rich market
through

**IL PROGRESSO ITALO
AMERICANO**

(Morning and Evening)

42 Elm Street New York City

A Bouquet for "Printers' Ink's" Advertisers

YONKERS, N. Y., Aug. 5, 1915.

Editor of PRINTERS' INK:

I have read many letters published in PRINTERS' INK commending the matter in the editorial columns. I want to write you and express my appreciation of the matter appearing in the advertising columns. Your advertisers are giving you constantly better and better copy; better not only because of a closer adaptation to PRINTERS' INK's peculiar reading public, but also because of a more liberal attitude toward competitors.

A short time since you published an ad about *Fatima* cigarettes. Now the writer of that copy either has a very commendable live-and-let-live business disposition or else he was fully alive to the fact that advertisers who read PRINTERS' INK dislike acutely the claims of superior quality made in copy. He concedes that other cigarettes have their merits—they use just as pure tobacco as does *Fatima*. But *Fatima* has its own characteristics which may please you—to paraphrase.

And then there is the ad of a New York paper which I read in my copy of PRINTERS' INK reaching me this morning. Does the writer of that copy affect a sublime oblivion of the fact that there are several other good dailies in New York fit for the advertiser to use? He does not. Listen: "Other newspapers in New York and elsewhere have established a similar relationship [of friendship and confidence] between themselves and their readers, which accounts for the great value of newspaper advertising."

Such copy as that hits me where I live.

Doubtless there is a good deal more copy in PRINTERS' INK of this character. May it increase in quantity as it surely increases in power. S. C. L.

"Printers' Ink" At the Front

NEW YORK, August 2, 1915.

Editor of PRINTERS' INK:

The advertising manager of one of my clients, F. A. Granger, a Frenchman, enlisted at the time of the outbreak of hostilities and has been at or near the front almost continuously for the last year.

I have received a number of very interesting letters from him and in his last one the only thing he asked for was your address and if I could not send him a copy of PRINTERS' INK. If you will mail him one to the address below I will be greatly indebted.

HOWARD S. HADDEN.

Brewer Joins Magazine

J. Dwight Brewer, formerly with the publicity department of the Studebaker Corporation at South Bend, Ind., has been appointed advertising manager of *Good Health Magazine* with headquarters at the office of publication, Battle Creek, Mich.

Making Medicinal Oil, New American Industry

An American industry with a \$1,000,000 market has sprung up within a few months, following upon the sudden termination, at the outbreak of war, of imports into the United States of medicinal oil from Russia. American refiners upon learning that it was no longer possible to obtain liquid petroleum from the customary source, set about to supply the established trade, and before the close of 1914 a score of refiners were experimenting in the new field, at least ten sources of domestic white oil for medicinal use having been developed, while the product was retailed under fifty or more different trade-names.

The Geological Survey, in discussing this subject, says that the working up of the trade for the Russian product of this type was largely a matter of chance rather than of necessity, for oils of essentially the same character can be produced from American petroleum, and in fact have been produced on a small scale for several years. The fact that foreign oil has heretofore met no serious competition here, it says, has been due in part to the ample and satisfactory supply from external sources, but to a greater extent to the absorption of American refiners in efforts to increase the output of more easily refined products, such as gasoline and naphtha, for which there is an ever-increasing market.—*Consular Reports.*

Shoe Makers Term Themselves a Trade Clearing-House

Rice & Hutchins, Boston shoe manufacturers, are featuring their wholesale distributing houses in a new way, saying, in their advertising to the trade, "Do You Clear Through Us?"

"To clear—a banking term—to make exchanges of checks and bills and adjust balances," the ad continues.

"This is also a Rice & Hutchins term, meaning to make exchanges of orders and shoes, and adjust balances. "Nine clearing-houses make up Rice & Hutchins Federal Reserve. They clear your orders and the shoe factories."

"Your order is filled from stock on the floor. The shoes are shipped within a few hours. You 'size in' as you go. You let the distributing house carry your reserve stock. Increase your turnover, your efficiency, your profit. "Clear through Rice & Hutchins' distributing system."

Caslon Company Incorporates

The Caslon Company of Cleveland has recently incorporated with a capital stock of \$25,000.

The company is now handling the advertising of the Chase Motor Truck Company, of Syracuse, N. Y., covering both their trucks and farm tractors; the Scientific Heater Company, of Cleveland, Ohio; American Sewer Pipe Company, of Akron, Ohio; the Star Drilling Machine Company, of Akron, and the Euclid Avenue Electric Fixture Company, of Cleveland, Ohio.

Women read the Evening Post

Women read the New York Evening Post, because on all great questions which pertain to their welfare, it is The Evening Post's policy to talk to and for big groups of women—the organizations that list members by the thousands and are banded together for progress.

No merchant can afford to ignore the substantial return to be had from The Evening Post advertising columns.

An advertiser of quality in The Evening Post will reach the largest number of discriminating readers and purchasers.

Publication Office Western Office
20 Vesey Street McCormick Building
New York Chicago

Member A. B. C.

Rate Increased to 35 Cents Per Line

Effective Oct. 1st, 1915

Information gladly
furnished

Southern Woman's Magazine

NASHVILLE, TENN.

ROBT. L. BURCH - - - Publisher

EASTERN OFFICE

Flatiron Building, New York, N. Y.

LEE & WILLIAMSON, Managers

Telephone Gramercy 976

WESTERN OFFICE

1328 Peoples Gas Building, Chicago, Ill.

COLE & FREER, Managers

Telephone Harrison 2785

Member Audit Bureau of Circulations.

Says Prunes Must Be Nationally Advertised

Speaker at Growers' Convention Points Out Collapse of Foreign Demand in Face of One-fifth Increase in Acreage—Bank Issues Circular Urging Advertising to Save Situation

THAT extensive national advertising is immediately needed for the salvation of the prune industry in California, was the statement of E. N. Richmond, a prominent agriculturist of San José, at the recent State Fruit-growers' Convention held at Stanford University.

Of a total production in three years amounting to 549,850,000 pounds of prunes only a little more than one-half, or 287,757,340 pounds, were consumed in the United States, the remainder, 262,092,660 pounds going to foreign countries, with Germany as the heaviest customer. Owing to the war, this foreign trade has almost entirely stopped. Not only is this so because of the blockades which prevent the free importation of goods into the countries at war, but it is almost impossible to get carriers, ocean freight rates have been increased enormously, and the international banking system has been very seriously crippled, credit is an uncertain quantity and may become even more so.

And yet in the face of a consumption reduced almost by one-half, the prune orchardists have planted 15,000 acres of prunes within the past two or three years, which will soon come into bearing and will increase the present crop, produced on 80,000 acres, by almost one-fifth.

"The remedy for the overproduction which apparently exists at present," says Mr. Richmond, "is to be found in intelligent national advertising. By building up our domestic trade we can make ourselves independent of conditions abroad, and if the foreign trade should again be restored to normal, it will simply mean an increased demand which will in turn insure good prices. Increase of

consumption is necessary for the welfare of the prune producers. A succession of good crops could put us in bad conditions under our present market situation, for the carry-over of any crop, whether it is prunes or peaches or apricots, vitally affects the market for the coming crop. If we are awake we will not allow this situation to come about."

BANK URGES ADVERTISING

Mr. Richmond quoted from a circular prepared and sent out by the First National Bank of San José, which lies in the very heart of the prune-raising district. This circular says in regard to advertising:

"We have an enormous American consuming power and in former years this took the bulk of our product, but we neglected this when Europe overbid in prices and our domestic demand has become dormant.

"American trade follows American advertising, and 'breakfast foods' have become the popular demand because they have been advertised largely.

"We can build up a similar demand for our dried prunes and apricots (of which we produce the best) by systematic advertising. If the Boards of Supervisors and the Chambers of Commerce would spend their advertising funds this year on such a campaign, it would do those who put up the money more good than a continuation of bidding for tourists."

The reference in the last paragraph is to a recent act of the State Legislature of California by which the Board of Supervisors of any county may levy a tax of two cents in the \$100, for the purpose of advertising.

In regard to the funds for any campaign, Mr. Richmond is of the opinion that the prune growers will get much better results by contributing for themselves than by depending more than slightly upon contributions from the tax levy. "If the growers are going to advertise," he says, "they must make up their minds that the larger part of the money they must put up themselves."

Your Salesmen Call

on a list of "buyers,"—they do not ask for the presidents, the bookkeepers or the stenographers,—only for the buyers. Some women's magazines are so widely departmentalized that they appeal to all, the very rich who do not do their own buying,—the unmarried who do very little buying and the thoughtless who read for amusement, and some real buyers. There's quite a waste.

The really profitable woman's medium goes only to a circulation of "buying" women. The Modern Priscilla goes to those women who have the two great fundamental requirements for profitable advertising—susceptibility to advertising and purchasing power.

The woman who buys the Modern Priscilla does so because from it (the acknowledged leader) she obtains her ideas and suggestions for fancy-work, one of the great activities of the average woman's life,—she is given practical every-day housekeeping helps—she derives news of the latest styles. For no other reasons does she buy Priscilla. When reading Priscilla she is psychologically attuned to give thoughtful consideration to your advertising. Scientifically and practically she is susceptible to advertisements of goods meant for women.

Of the 473,762 women who buy Priscilla, three-fourths own their own homes and nine out of ten keep house. They do the family buying. **Modern Priscilla circulation means a selected list of "buyers" of women's advertised goods.** There is no waste. Every dollar you invest in Priscilla columns places your advertising before the greatest possible percentage of women who do the family buying.

Several agents in several cities selected towns. To each we sent our subscription list for the town selected. The average report of these investigations of our circulation shaped up like this: "More than the average purchasing power is evident in your lists."

Before you close your list we would suggest glancing over our Advertising Digest for 1916. It will tell you where our subscribers live, who they are, what they buy, their ability to purchase and the market places they patronize.

May I send it to you?

ARTHUR J. CROCKETT, Mgr. of Advertising

The Modern Priscilla

85-87 BROAD STREET BOSTON, MASS.



The Countryside Magazine

is the livest magazine in the field and the only one showing steady advertising gains each month.

August, 1915

as compared with the corresponding month last year shows a

Gain of 2,228 Lines

There is no magic about this—simply hard work—plus good salesmanship and a good magazine.

Frank A. Arnold

Publisher

HOME OFFICE
334 Fourth Avenue, New York

COLE & FREER
1328 Peoples Gas Building, Chicago, Ill.

When Catalogues Travel by Parcel Post

FLORENCE MANUFACTURING COMPANY
July 21, 1915.

Editor of PRINTERS' INK:

It has recently come to my attention that there are a great many concerns who are mailing catalogues, weighing over eight ounces, at the printed matter rate of two ounces for a cent; whereas, because of a recent ruling of the Post-Office Department, every catalogue weighing over eight ounces must be mailed parcel post.

I think that if you will take this up with the Post-Office Department I am quite sure they will verify this information. Why is it that the Post-Office Department makes a rule of this sort and does not enforce it? Only the other day I received a ten-ounce catalogue mailed for five cents, and the charge should have been considerably more by parcel post.

LEWIS E. KINGMAN,
Advertising Manager.

The following reply has been received to an inquiry addressed to the Post-Office Department in regard to the letter from Mr. Kingman:

POST-OFFICE DEPARTMENT
WASHINGTON, July 26, 1915.

Editor of PRINTERS' INK:

In reply to your communication of the 22d instant you are informed that books (including catalogues in the form of books) are fourth-class matter. Unsealed parcels of books weighing eight ounces or less are chargeable with postage at the special rate of one cent for each two ounces or fraction of two ounces, while parcels weighing more than eight ounces are subject to the parcel-post zone rates of postage, as set forth on page 1 of the inclosed Circular III of this office.

If you will furnish this office with the names of the post-offices which are accepting parcels of books, weighing more than eight ounces, with postage prepaid at the third-class rate, one cent for each two ounces or fraction thereof, the postmasters will be properly instructed.

A. M. DOCKERY,
Third Assistant Postmaster-General.

New Company to Publish "Something-to-Do"

The Bennett Publishing Company has been organized in Boston to publish *Something-to-Do*, a juvenile magazine formerly published by the School Arts Publishing Company. The latter company will continue to publish the *School Arts Magazine*. The offices of both companies are the same, 120 Boylston Street.

W. H. Campbell With Utica "Globe"

The Utica, N. Y., *Saturday Globe* has appointed W. H. Campbell advertising manager. He was formerly publicity agent for the Barber Asphalt Paving Company in the Western States.

Competition Among the Coupon Companies

The fact that the various coupon companies are competing about at hotly for business via the cut-price route, so far as inducements to coupon collectors are concerned, as tobaccoists are in the sale of tobacco products, is revealed by comparison of three catalogues from as many different concerns now operating in the New York market. An interesting condition is revealed by comparison of "coupon prices" among these three on trade-marked goods, whose quality must necessarily be the same in each case.

The catalogues reviewed are those of the United Profit-Sharing Corporation, the Mutual-Profit Coupon Corporation and the Universal Profit Sharing Company.

A standard Gillette safety razor, that usually costs \$5, is offered in the United Profit-Sharing catalogue at 250 certificates; in the Universal at 245 and in the Universal book, while a Bissell's carpet-sweeper costs 175 United Profit-Sharing certificates, 165 in the Mutual-Profit catalogue and an unbranded sweeper is catalogued at 400 certificates in the Universal book, while a Bissell's is offered in the same list at 271. A Premo camera, No. 1, taking $3\frac{1}{4}$ by $4\frac{1}{4}$ pictures, in the United Profit Sharing list costs 500 certificates, in the Mutual Profit it costs 475, and in the Universal a Seneca camera, taking pictures 3 by 4, costs 900, and a Seneca roll-film instrument, taking $3\frac{1}{4}$ by $4\frac{1}{4}$ pictures, costs 1,440. In Quality Baggage, made by the Katz Bros. Leather Goods Co., the United Profit Sharing and Mutual-Profit catalogues both offer traveling-bags at 400 certificates, while the former has a suit-case at 500 and the latter at 450.

The latest development in the coupon situation is that a company is being organized in New York to give cash for certificates, without any premiums at all. The expectations of the promoters of this company are that men will save these coupons themselves, without turning them over to their wives.—U. S. Tobacco Journal.

Baltimore "News" Has Scenario Contest

In conjunction with the Essanay Film Manufacturing Company, of Chicago, the Baltimore News has offered a prize of \$500 for the best motion-picture scenario having a newspaper theme with its scene or part of its scenes laid in the plant or on a background of the activities of the News. The contest is open to all, and closes September 30 at midnight.

Cressey With Street Railways Advertising Company

Kendall B. Cressey, formerly with the Chicago Examiner, is now associated with the Street Railways Advertising Company.



We've often heard that the other fellow could do it "cheaper," but rarely that he could do it "better."

Be that as it may—here are some things we do, and in-to such work, we put the kind of ideas that make good printing and lithography "good advertising."

Booklets, Catalogs, and Direct Advertising Literature, illustrated in black and white, or full color.

Posters, Hangers, Cut-outs, Counter Cards and Window-Displays "that he who runs may read."

Labels, Box Covers and Containers that advertise their contents.

Write us for interesting articles on these subjects—

"Practical Pointers on Color Printing."

"Modern Design in Display Advertising."

"The Show Card, the Window Display and the Package Cover."

The MUNRO and HARFORD CO.

Lithographers & Color Printers
33d ST. & NINTH AVENUE
NEW YORK

Uses Clerks' Pictures In Its Ads

J. Hungerford Smith Co. Adds the Compliment of Publicity to Its Prizes for Clerks Who Shall Sell the Most of Its Grape Juice During the Season—Proprietors Willing

EVERYBODY who has a summer thirst-quencher to sell knows that most of it must be disposed of over the counters of the soda-fountains.

He knows that the opportunities of the dispensers to boost are unlimited, and also that an unfriendly soda-clerk can easily switch a call for one thing to something else.

This being the case, it is strange that more attention has not been paid to getting the dispenser lined up properly as part of the campaign to sell goods that must move through his hands. The jobber, the dealer and the consumer are all important, but what about the white-clad youngster on the other side of the marble rail, who is a little monarch in his own domain?

The J. Hungerford Smith Company, of Rochester, which has been prominent for years in the manufacture of soda-fountain supplies, took these things into account in planning a local consumer campaign, chiefly for experimental purposes, in Louisville, Ky., on its Royal Purple grape juice.

It was decided to use some newspaper space, and Louisville was selected as a typical market. The plan decided on was to feature the soda-dispenser in the consumer copy, in view of the fact that he must be regarded as the "expert" in his particular field, and in order to get his co-operation a contest was started. Cash prizes are to be given to the dispensers selling the

most Royal Purple grape juice during the campaign, which will last all season, and in order that there may be no discrimination in favor of the down-town fountain with the big transient trade, the city has been divided into zones. The prizes will aggregate about \$75.

CO-OPERATION OF NEWSPAPER'S SOLICITORS WITH MANUFACTURER

Solicitors of the *Courier-Journal*, the paper which has been used for the campaign, have found no difficulty in getting the dispensers interested in the contest, and they have naturally appreciated the proposition of getting their pictures in the paper, together with a direct quotation as to what they think of Royal Purple grape juice. Only those fountains already stocked with the drink were approached in connection with the contest, of course, but it was found that the company had already obtained excellent distribu-



Says CHARLIE—

"Come in and let me fix you up a Royal Purple Grape Juice drink. I know any number of ways to mix this delicious, pure, wholesome beverage into drinks that are cooling, invigorating and thirst-satisfying."

ROYAL PURPLE GRAPE JUICE

Royal Purple is the pure, unadulterated juice of big, ripe, luscious Royal Purple Concord Grapes, gathered in all their freshness, with no sweetening or preservative added to mar its natural flavor.

Serve Royal Purple for its wonderful refreshing qualities—every glass means better health to you.

At All Fountains or From Your Grocer or Druggist, In Quarts, Pints and Splits.

J. HUNGERFORD SMITH COMPANY, Rochester, N. Y.


Manufacturers of True Fruit Flavors served at the best Fountains in under the Best Soda



SPECIMEN OF COPY CONTAINING CLERK'S PICTURE

tion, and that it was only a matter of getting interest aroused in pushing that particular brand.

The druggists themselves have been in favor of the plan, as it has meant gratuitous advertising for their stores, and the publication of the pictures of the dispensers has resulted in their friends at other fountains being anxious to get into the game. The contest feature has not been alluded to in the advertising, but naturally has



PARSONS
HOLYOKE, U.S.A.

The paper a man REMEMBERS

How to test Bond and Ledger Papers

PARSONS

OLD HAMPDEN BOND

It's just a matter of *quality*—the “bank-note” crackle, the full-bodied “feel” and the rich “hand-made” or plate finish. You can choose it unerringly yourself by using the simple tests illustrated in this little book—“*How to Test Bond Papers.*”

Write for this book on your office stationery and it will be mailed free. With it come test samples of *Parsons Old Hampden Bond* in 10 colors, which can be had from any printer. Write today for “*How to Test Bond Papers.*”—and compare *Parsons Old Hampden* with the Bond you are using now.

Ask your Printer about **PARSONS OLD HAMPDEN**

PARSONS PAPER COMPANY :: HOLYOKE, MASS.

Makers also of Parsons Scotch Linen Ledger

Paper Makers Since 1853



Everybody OF BRITISH BIRTH

who is

Anybody SEES "PUNCH" REGULARLY

IT is the "Anybodies"
who really count as
buyers of your goods
especially if they are
high-class and run into
money.

ROY V. SOMERVILLE
Advertisement Manager "Punch"
10 Bouverie Street
London, E.C., England

played a part in arousing interest on the part of the soda-fountain boys.

The plan has succeeded so well thus far that the Smith company will probably enlarge the operation of the campaign next season. This house has done comparatively little consumer advertising, but the experiment of lining up the dispensers and getting consumer advertising at the same time has worked so nicely that many more communities will doubtless be added to the list next year.

Make-up Man Has His Little Joke

CRADDOCK-TERRY COMPANY
LYNCHBURG, VA., Aug. 3, 1915.
Editor of PRINTERS' INK:
Speaking of the pranks of the make-

ARROW
Collars
and
Shirts

NORMAN—close fitting, beautiful collar with smoothly curved tops that admit of easy creasing. 2 for 2c.
Warranted to give thoroughly well made, of a standard, dependable quality, are Arrow shirts—unexcelled. \$1.50 up.
CLUTTE, FRANK & CO., Inc. Made in U.S.A.

THE MAN who, wants to be correctly dressed doesn't buy just any silk hosiery; he gets McCallum's.

Aside from their rich quality and perfection of shape and finish, they give a sense of satisfaction that is invaluable to him who appreciates good clothes. Styles to suit every taste and every occasion.

McCallum
Silk Hosiery
Sold at the Best Shops

McCallum Hosiery Co.
Northampton, Mass.

up man, how about the enclosed?
R. WINSTON HARVEY,
Advertising Manager.

THE AYER & SON ADVERTISEMENT
(Concluded)

Oklahoma is known as a "good newspaper State." The papers as a rule are ably edited, holding the confidence and respect of their communities and exerting a powerful influence. They have achieved a remarkable advertising success in converting farmers to the necessity of increasing the acreage of dry land crops such as milo maize and kaffir.

Nature has sure branded Oklahoma with prosperity this year. Bales and bushels of dollars are being harvested in its cotton and corn fields. And with its gas and oil fields yielding at full blast, Oklahoma is slated for an industrial expansion that will make some of the more prominent Eastern States look to their laurels. Cheap fuel is beckoning many manufacturers to Oklahoma; abundance of raw materials is bringing others. The State is beginning to be able to count the value of its manufactured products as great as that of its agricultural production.

Oklahoma is a country of pioneers and its history reads like a romance. But there is more pioneering to be done by Oklahomans—it will be every bit as romantic and profitable as past pioneering. We speak of advertising pioneering.

Right now there are a few manufacturers and schools in Oklahoma that can profitably employ good advertising to a considerable extent. Their advantage in coming to N. W. Ayer & Son is to secure a service in which the pioneering has all been done—with the trails blazed, with the false paths, rocky roads and steep mountains all charted on the commercial map.

Our success in increasing the attendance of schools through the country should make an interesting story for Oklahoma schools. We will gladly tell it—write.

N. W. AYER & SON
PHILADELPHIA

BOSTON

NEW YORK

CHICAGO

The Wealth of Oklahoma is with the farmers

Your problem, Mr. Advertiser, is to reach, with the least money, the people who have the most money.

Government statistics prove youthful Oklahoma's claim to Fortune's bounteous blessings. Her diversity insures prosperity: first in oil production, first in natural gas, first in broom corn, second in kaffir corn and sorghum grains, fifth in winter wheat, fifth in cotton, seventh in horses and mules, tenth in hogs and cattle, high in the production of oats, potatoes, hay, poultry, fruits, vegetables, coal, zinc, lead, salt and gypsum. Do you wonder that her average is sky high?

Oklahoma has almost 200,000 farms. That's where the people live who have the most money.

The "Oklahoma Farmer-Stockman" has 100,000 circulation of which over 64,000 is right in the state of Oklahoma. That's how to reach, with the least money, the people with the most money.

The A. B. C. audit shows for the "Oklahoma Farmer-Stockman," a net paid circulation of 97,115. Over 64,000 is right in the home state which alone is more than the total circulation of any other Oklahoma farm paper. Auditor's report sent upon request.

Advertising Rates:

30c a line—90,000 net paid guaranteed.

January 1st, 1916.

40c a line—100,000 net paid guaranteed.

Present advertisers are really getting over 100,000 circulation at 30c— $\frac{1}{2}$ of a cent per line per thousand. Can you beat it? Compare with your present farm paper list.

"The Oklahoma Farmer-Stockman"

Member A. B. C.

Oklahoma City Oklahoma

REPRESENTATIVES:

NEW YORK, 15 E. 26th St.

CHICAGO, Harris Trust Bldg.

E. KATZ SPECIAL ADVERTISING

AGENCY

KANSAS CITY, MO., Waldheim Bldg.

Franklin L. Miller.

DALLAS, TEX., 1309 $\frac{1}{2}$ Main St.,

C. C. Cates.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: Marquette Building, J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15; one inch, \$4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, AUGUST 12, 1915

Another Attempt at an Advertising "Boycott"

We are in receipt of a marked copy of the *Evansville, Indiana, Press*, which features boldly an attempt by certain merchants of that city to boycott the newspaper for publishing advertisements of merchants who give trading-stamps, and also for editorially advocating a higher tax rate. There is little doubt that the *Press* will be quite able to take care of itself, and the merchants will discover that they have merely handed it a stuffed club for their own devoted heads; but the mere suggestion of such an attempt to control the policy of a newspaper sounds like an echo from the Dark Ages of advertising.

Evidently the Evansville coterie does not yet understand that the advertising value of a publication is in direct ratio to the confidence it can inspire in the public mind, and that confidence is destroyed by the breath of suspicion that there is the least connection between the advertising columns and

the editorial policy. As a matter of fact, the attempt at such connection always fails; for if the publication is weak enough to submit it is worthless as an advertising medium, and if it is strong enough to resist it is only the advertiser that loses.

It is significant to note, in this connection, how of late years advertisers have been going to the other extreme, and instead of trying to dictate editorial policies have boldly placed their announcements in publications which were known to be independent, irrespective of policy. Readers of PRINTERS' INK will remember the uproar which followed Henry B. Joy's remarks on the subject of advertising in publications which were friendly towards business, and the abortive results of the Senatorial investigation of newspaper opposition to the ship purchase bill. The latter was discussed in PRINTERS' INK for March 25, and Mr. Joy's recommendations were referred to in the issue of June 18, 1914. Indeed, the last really serious attempt of the sort we have been able to find was the withdrawal of the advertising of R. H. Macy & Co. from the New York *Herald*, because of the newspaper's opposition to the pasteurized milk campaign of Nathan Straus. (PRINTERS' INK for July 21, 1909.) It is needless to state that the attempt to influence the *Herald* failed completely, and moreover called forth a great deal of unfavorable comment on the part of prominent business men.

Since then the trend seems to have been chiefly if not altogether in the opposite direction. PRINTERS' INK has noted, for example, the New Haven Railroad's advertising of its New England train service in *Life*, a publication which at that time was particularly severe in commenting upon the financial management of the company (issue of August 7, 1913); in the same issue, the advertising by *Collier's Weekly* of its Westfield List in the *Grocery World* which was editorially hostile to the plan; the franchise campaign of the Toledo Railways & Light Company which ran alongside unfav-

avorable editorial comment in the Toledo *Blade* (issue of July 9, 1914); the similar campaign of the power companies in the Los Angeles *Record* (May 21, 1914), and others. Advertisers have come to learn the futility of trying to control the editorial policy of any publication which is really worth the effort.

There may be publications which will yield their honest convictions under pressure from advertisers, but their convictions are not worth much anyway, and their influence with the public—which, after all, is what the advertiser pays for—is quite likely to be negligible. Editorial independence is not so much a matter of holiness as of plain business sense, and the sooner all advertisers—including our Evansville friends—find that out, the better it will be for all concerned.

Underpaying Foreign Postage

Just as we were flattering ourselves that American business men had overcome their unfortunate habit of underpaying the postage on letters to foreign correspondents—thereby exasperating the recipients, and subjecting them to a fine of double the shortage—we receive two letters in the same mail which rather disturb our composure. Both letters come from Australia—one from the Ad Club at Melbourne, the other from the Australian branch of a large corporation whose headquarters are in New York—and both protest in no uncertain terms against the "gross carelessness" which permits the practice to continue to flourish. In spite of all that has been printed, and all that has been said on the subject, it appears that our American business men are still in need of some elementary instruction.

The experience of the corporation above mentioned—which we may as well state was none other than the Vacuum Oil Company—was particularly disheartening. Through its New York office it had placed an order with another well-known New York house to the total value of four dollars. Half of the order was delivered

direct to the Australian branch, which notified headquarters, and stated that it could secure the balance in the local market. This left the sum of two dollars due from the Vacuum Oil Company to a concern which shall be nameless. Figure out for yourself the time which elapsed during which these transactions between Melbourne and New York were carried on, and before the New York office could reasonably be expected to make payment.

Some time about the middle of June, the Melbourne manager received a blue envelope, bearing a two-cent United States stamp and twopence-halfpenny in Australian postage-due stamps. Upon paying his fine of five cents, the manager discovered a plain, everyday "dun," not too courteously worded either, which threatened dire consequences if he didn't pay his two dollars *by the end of the month*. It was dated in New York on the tenth of May.

Strange to relate, the Melbourne manager not only kept his temper, but wrote a friendly, though rather vigorous protest to the New York concern. "Don't discharge the man who sent that letter," he wrote, "teach him." And that seems to be the right answer. It may be an explanation, but it is no excuse to say that in this country our outgoing mail is handled by office-boys and untrained assistants. That will never remove the feeling of vexation from the mind of the man who must pay double on account of our carelessness. Now that so many of our business concerns are looking longingly at foreign fields, it is more than ever necessary that we find some way to avoid these petty annoyances—even if it takes a little personal attention on the part of the boss.

Advertising Turnovers

Most advertising appropriations have a history of caution rather than confidence. Executives and directors ordinarily do not warm up towards them in the same way they do towards an outlay, say, for new machines, or more salesmen. These things have a more

or less definite productive value, while advertising is continually surprising them by the startling variations in its returns.

The very things which should enlighten them, and do enlighten others, as to its enormous potentialities and spur them on to investigation and ceaseless experiment, often have only the effect of mystifying them, and the advertising manager who has to justify some bright little project to which he would like to divert some of his advertising funds finds his most convincing arguments treated as generalities.

"Prove it!" they say. And as everything in advertising that is worth while has to be more or less a departure from accepted methods, inasmuch as such methods in time lose their sting, to prove it is practically impossible to do. All of the bright young men have to do as Louis Geissler, general manager of the Victor Talking Machine Company, once did. Mr. Geissler told the story at a recent convention of the National Association of Talking Machine Jobbers in San Francisco.

"Have confidence in advertising expenditures," he said. "I still remember the reply I made to either Mr. Sherman or Mr. Clay, my old San Francisco employers and partners 30 years ago, when my catalogues were in question and my confidence in results was asked. I said: 'If I had but \$10,000 to go into business with, I would put \$5,000 into merchandise and \$5,000 into a catalogue to sell it,' and that *'went.'* And it *'goes'* to-day, only my experience now *proves* I am right—then I only *guessed* that I was."

Confidence is itself a strong argument—in a strong man. And advertising has justified it.

We recall a suggestive piece of advice given by another pioneer nearly as long ago. George P. Rowell, writing in *PRINTERS' INK*, warned against the delusion of exhausting the appropriation on the space and having no real message left for it. "For every dollar's worth of space, *put a dollar into the copy,*" was his way of setting it out.

That was not to be taken too literally, as a formula. Rather, it was the expression of Mr. Rowell's conviction that the message should be made just as important as the opportunity may be expensive.

The advertising world is now showing signs of catching up with the advice. It has tried spreading the appropriation over many mediums, and found it good *if*—It has tried big space and likewise found it good *if*—It has now begun to find out what the *"if"* is. Quantity in mediums is one thing and quality another. And it is the same with copy. Putting the "punch" into it is a recent thought, growing out of this discovery.

There is an exceedingly interesting parallel between these two prescriptions of the Victor manager and the founder of *PRINTERS' INK*. When Mr. Geissler said that he would divide his capital evenly between merchandise and catalogue, he had a certain important possibility in mind, namely that the \$5,000 invested in the catalogue would not only move the other \$5,000 invested in goods, but move it so fast that several profits might be taken out of it in the course of the year. The whole \$10,000 if put into merchandise might not be turned once in that time. But a \$5,000 catalogue well distributed might turn the other \$5,000 *ten times* or more, and thus furnish the capital equivalent of \$50,000.

A similar principle will be discovered at work in advertising. It is a matter of impression, interest and desire. Space is one thing and the power you put in space is another. You can make your message so superficial and perfunctory that it touches only one reader out of a thousand and him only after the dozzenth time. Or you can make it bleed with interest, so that it is remembered, and even called up consciously, acted upon and quoted to others. In the one case, the space capital is turned once in a given period; in the other case, a dozen, a score, perhaps a hundred times. Are you trying consciously to *increase the mental turnover* of your advertising, that is the question.

Harry Porter announces that he has established an organization for Advertising Service and Sales Promotion to be known as The Harry Porter Company, with offices at 18 East 41st Street, New York.

The telephone number is Murray Hill 1877.

August 9th, 1915.

Illustrated World

SEPTEMBER

1915

Technical World Adopts a Broader Title

Beginning with September, Technical World will appear under its new title—ILLUSTRATED WORLD. Since the magazine was established twelve years ago its scope has become constantly broader; hence the need of a broader title—ILLUSTRATED WORLD.

In making this change we are guided by these considerations: Our field is the WORLD. Our readers are interested in the doings of the WORLD. Our function is to illustrate, by interesting pictures and graphic text, the chief events that interest the WORLD. The title "ILLUSTRATED WORLD" tells the exact character and purpose of our magazine.

This slight change in name involves no change in Editorial policy. The "ILLUSTRATED WORLD" will be what it has always been: a popular monthly, profusely illustrated, telling in a simple but fascinating way of the discoveries of scientists, the achievements of inventors, the feats of engineers and explorers, and, in fact, man's progress in every field of activity.

ILLUSTRATED WORLD

(Formerly Technical World Magazine)

5758 Drexel Avenue
Chicago

1702 Flatiron Building
New York City

AU

VOLU
MO

(E

McClur

Cosmog

Harper

World's

Metrop

Review

Everybo

Hearst's

Scribne

Sunset

Americ

Century

Munsey

Red Bo

Americ

Boys' M

St. Nic

Atlanti

Popula

Current

Boy's M

Wide V

Overlan

Strand

Ainslee

Argosy

Smart S

Blue B

Smith's

Bookma

Snappy

VOLUM

(E

Vogue

Ladies'

Woman'

Good H

Harper's

Pictorial

Delineat

People's

Ladies'

Designe

Woman'

People's

Housew

Mother's

AUGUST MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES FOR
AUGUST(Exclusive of publisher's own
advertising)

| | Pages | Agate Lines |
|-------------------------|-------|----------------|
| McClure's (cols.) | 136 | 23,107 |
| Cosmopolitan | 90 | 20,160 |
| Harper's Monthly | 76 | 17,220 |
| World's Work | 70 | 15,680 |
| Metropolitan (cols.) | 88 | 15,069 |
| Review of Reviews | 62 | 13,888 |
| Everybody's | 59 | 13,268 |
| Hearst's (cols.) | 54 | 12,292 |
| Scribner's | 54 | 12,186 |
| Sunset | 50 | 11,260 |
| American (cols.) | 69 | 9,894 |
| Century | 40 | 9,086 |
| Munsey's | 38 | 8,540 |
| Red Book | 32 | 7,378 |
| American Boy (cols.) | 33 | 6,694 |
| Boys' Magazine (cols.) | 33 | 6,030 |
| St. Nicholas | 22 | 4,970 |
| Atlantic Monthly | 22 | 4,949 |
| Popular (2 issues) | 20 | 4,683 |
| Current Opinion (cols.) | 32 | 4,609 |
| Boy's Life (cols.) | 32 | 4,602 |
| Wide World | 18 | 4,040 |
| Overland | 18 | 4,032 |
| Strand | 17 | 3,962 |
| Ainslee's | 14 | 3,304 |
| Argosy | 13 | 3,038 |
| Smart Set | 13 | 3,030 |
| Blue Book | 13 | 3,024 |
| Smith's | 9 | 2,212 |
| Bookman | 7 | 1,624 |
| Snappy Stories | 7 | 1,568 |

VOLUME OF ADVERTISING IN
WOMEN'S MAGAZINES(Exclusive of publisher's own
advertising)

| | Columns | Agate Lines |
|---------------------------|---------|----------------|
| Vogue (two issues) | 271 | 42,933 |
| Ladies' Home Journal | 71 | 14,211 |
| Woman's Home Companion | 69 | 13,906 |
| Good Housekeeping (pages) | 54 | 12,292 |
| Harper's Bazar | 69 | 11,648 |
| Pictorial Review | 51 | 10,351 |
| Delineator | 43 | 8,613 |
| People's Home Journal | 41 | 8,284 |
| Ladies' World | 39 | 7,924 |
| Designer | 39 | 7,771 |
| Woman's Magazine | 39 | 7,771 |
| People's Popular Monthly | 40 | 7,651 |
| Housewife | 35 | 7,108 |
| Mother's Magazine | 47 | 6,392 |

fifty-nine percent gain

in advertising revenue in the August 1915 issue over August 1914. For 32 consecutive months the Metropolitan has shown a gain

Metropolitan

J. MITCHEL THORSEN
ADVERTISING MANAGER

| | Columns | Agate Lines |
|--------------------------|---------|----------------|
| Modern Priscilla | 36 | 6,092 |
| McCall's Magazine | 45 | 5,967 |
| Holland's Magazine | 28 | 5,668 |
| Woman's World | 29 | 5,041 |
| Home Life | 17 | 3,073 |
| Needlecraft | 11 | 1,995 |

**VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES CAR-
RYING GENERAL AND
CLASS ADVERTISING**

(Exclusive of publisher's own
advertising)

| | Pages | Agate Lines |
|---|-------|----------------|
| Vanity Fair (cols.)..... | 115 | 18,181 |
| Popular Mechanics | 79 | 17,884 |
| Country Life in America (cols.) | 96 | 16,128 |
| System | 64 | 14,546 |
| World's Advance | 64 | 14,364 |
| Field & Stream..... | 46 | 10,338 |
| Forest & Stream (cols.).. | 67 | 9,854 |
| Countryside Mag. (cols.).. | 55 | 9,368 |
| National Sportsman | 36 | 8,092 |
| Outdoor Life | 31 | 7,056 |
| House & Garden (cols.).. | 44 | 6,252 |
| Outing | 27 | 6,152 |
| Physical Culture | 27 | 6,125 |
| Outer's Book | 25 | 5,702 |
| Golf Illustrated (cols.)... | 37 | 5,318 |
| Craftsman | 23 | 5,152 |
| Recreation (cols.) | 36 | 5,047 |
| House Beautiful (cols.)... | 32 | 4,800 |
| Travel (cols.) | 32 | 4,480 |
| Arts & Decoration (cols.).. | 29 | 4,060 |
| Theatre (cols.) | 24 | 4,042 |
| Technical World | 18 | 4,032 |
| International Studio | 29 | 4,018 |
| Garden Magazine | 24 | 3,458 |
| Extension Mag. (cols.).... | 15 | 2,400 |
| American Homes & Gardens (cols.) | 13 | 2,337 |

**VOLUME OF ADVERTISING IN
CANADIAN MAGAZINES**

(Exclusive of publisher's own
advertising)

| | Cols. | Agate Lines |
|--------------------------|-------|----------------|
| *Canadian Courier | 111 | 20,518 |
| MacLean's | 83 | 11,621 |
| Canadian Mag. (pages)... | 51 | 11,424 |
| Canadian Home Journal... | 56 | 11,300 |

* 5 July issues.

**VOLUME OF ADVERTISING IN
JULY WEEKLIES**

(Exclusive of publisher's own
advertising)

| | Columns | Agate Lines |
|--------------------------|---------|----------------|
| July 1-7 | | |
| Saturday Evening Post.. | 121 | 20,416 |
| Town & Country..... | 66 | 11,157 |
| Scientific American | 46 | 9,355 |
| Collier's | 51 | 9,773 |
| Literary Digest | 52 | 7,700 |
| Life | 39 | 5,474 |
| Independent | 34 | 4,761 |
| Leslie's | 23 | 4,725 |
| Judge | 31 | 4,433 |
| Christian Herald..... | 21 | 3,528 |
| Churchman | 18 | 2,926 |
| Outlook (pages)..... | 11 | 2,590 |
| Youth's Companion..... | 12 | 2,479 |
| Illus. Sunday Magazine.. | 7 | 1,283 |
| Harper's Weekly..... | 6 | 1,233 |
| Associated Sunday Mags. | 6 | 1,165 |
| All-Story (pages) | 3 | 896 |

July 8-14

| | | |
|--------------------------|----|--------|
| Saturday Evening Post.. | 96 | 16,314 |
| Collier's | 56 | 10,682 |
| Literary Digest..... | 65 | 9,619 |
| Town & Country..... | 44 | 7,557 |
| Leslie's | 29 | 5,902 |
| Life | 34 | 4,893 |
| Independent | 32 | 4,492 |
| Churchman | 21 | 3,496 |
| Christian Herald..... | 20 | 3,360 |
| Youth's Companion..... | 16 | 3,265 |
| Outlook (pages)..... | 12 | 2,800 |
| Judge | 19 | 2,753 |
| Scientific American.... | 12 | 2,312 |
| Illus. Sunday Magazine.. | 9 | 1,710 |
| Associated Sunday Mags. | 8 | 1,564 |
| All-Story (pages)..... | 5 | 1,255 |
| Harper's Weekly..... | 2 | 501 |

July 15-21

| | | |
|-------------------------|-----|--------|
| Saturday Evening Post.. | 106 | 17,848 |
| Collier's | 46 | 8,721 |
| Town & Country..... | 51 | 8,658 |
| Literary Digest..... | 54 | 8,079 |
| Leslie's | 32 | 6,417 |
| Life | 40 | 5,732 |
| Christian Herald..... | 29 | 4,872 |
| Independent | 27 | 3,496 |
| Judge | 21 | 2,950 |
| Churchman | 16 | 2,606 |
| Outlook (pages)..... | 11 | 2,576 |
| National Sunday Mag... | 13 | 2,243 |
| Scientific American.... | 9 | 1,881 |
| Associated Sunday Mags. | 9 | 1,760 |
| All-Story (pages)..... | 7 | 1,568 |
| Youth's Companion.... | 7 | 1,450 |

100% increase over nothing is still nothing!

The figuring of phenomenal "gains" from a basis of practically nothing is no great feat,—excepting of the imagination.

A gain of 100% over 10 pages sounds bigger than a gain of 10% over 100 pages,—yet the result is the same!

But Vanity Fair's increase of more than 30% for the months of July, August and September, 1915, is a gain of 17,279 lines over a big volume of business during the same period last year.

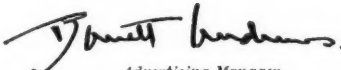
Here are the comparative tables :

| | <u>1914</u> | <u>1915</u> |
|-----------------|---------------|---------------|
| July . . . | 18,389 | 24,536 |
| August . . . | 12,571 | 18,181 |
| September . . . | <u>26,246</u> | <u>31,768</u> |
| Total | 57,206 | 74,485 |

Note the steady consistent growth during a period of business depression.

\$200 per page and 30,000 circulation guaranteed (in and around the big cities). October forms close September 25th.

The wise man gets in on a good thing at the right time.


Advertising Manager

449 Fourth Avenue, New York

P. S.—The figures on the opposite page are interesting. Last year Vanity Fair was SEVENTH.

| | Agate |
|-------------------------|---------|
| Columns | Pages |
| Harper's Weekly..... | 8 1,427 |
| Illus. Sunday Magazine. | 6 1,170 |

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

(Exclusive of publisher's own advertising)

July 22-28

| | Agate | | Agate |
|-------------------------|-----------|---|------------|
| | Pages | | Lines |
| Saturday Evening Post.. | 59 10,104 | 1. Vogue (2 issues) (cols.) | 271 42,933 |
| Outlook (pages)..... | 43 9,829 | 2. McClure's (cols.)..... | 136 23,107 |
| Collier's | 48 9,157 | 3. Cosmopolitan | 90 20,160 |
| Literary Digest..... | 58 8,561 | 4. Vanity Fair (cols.)... | 115 18,181 |
| Leslie's | 30 6,125 | 5. Popular Mechanics.... | 79 17,884 |
| Life | 29 4,182 | 6. Harper's Monthly..... | 76 17,220 |
| Independent | 26 3,707 | 7. Country Life in America (cols.)..... | 96 16,128 |
| Youth's Companion.... | 16 3,220 | 8. World's Work..... | 70 15,680 |
| Christian Herald..... | 13 2,184 | 9. Metropolitan (cols.)... | 88 15,069 |
| Judge | 15 2,135 | 10. System | 64 14,546 |
| Churchman | 13 2,111 | 11. World's Advance..... | 64 14,364 |
| Scientific American.... | 8 1,660 | 12. Ladies' Home Journal (cols.) | 71 14,211 |
| Illus. Sunday Magazine. | 8 1,485 | 13. Woman's Home Companion (cols.)..... | 69 13,906 |
| Harper's Weekly..... | 9 1,249 | 14. Review of Reviews.... | 62 13,888 |
| Associated Sunday Mags. | 6 1,118 | 15. Everybody's | 59 13,268 |
| All-Story (pages)..... | 2 511 | 16. Hearst's (cols.)..... | 54 12,292 |

July 29-31

| | | | |
|-------------------------|-----------|---|-----------|
| Saturday Evening Post.. | 79 13,522 | 17. Good Housekeeping... | 54 12,292 |
| Literary Digest..... | 64 9,440 | 18. Scribner's | 54 12,186 |
| Collier's | 31 6,912 | 19. Harper's Bazar (cols.) | 69 11,648 |
| Leslie's | 16 3,216 | 20. MacLean's (cols.).... | 83 11,621 |
| Life | 21 3,009 | 21. Canadian Magazine.... | 51 11,424 |
| Harper's Weekly..... | 18 2,615 | 22. Canadian Home Journal (cols.) | 56 11,300 |
| Judge | 17 2,471 | 23. Sunset | 50 11,260 |
| Churchman | 11 1,762 | 24. Pictorial Review (cols.) | 51 10,351 |
| Scientific American.... | 7 1,412 | 25. Field and Stream..... | 46 10,338 |
| All-Story (pages)..... | 3 700 | | |
| Youth's Companion..... | 1 300 | | |

Totals for July

| | |
|---------------------------|------------|
| Saturday Evening Post.. | 461 78,204 |
| Collier's | 232 45,245 |
| Literary Digest..... | 293 43,399 |
| *Town & Country..... | 161 27,372 |
| Leslie's | 130 26,385 |
| Life | 163 23,290 |
| †Outlook (pages)..... | 77 17,795 |
| Scientific American.... | 82 16,620 |
| ‡Independent | 119 16,456 |
| Judge | 103 14,742 |
| ‡Christian Herald..... | 83 13,944 |
| Churchman | 79 12,901 |
| Youth's Companion.... | 52 10,714 |
| Harper's Weekly..... | 43 7,025 |
| ‡Illus. Sunday Magazine.. | 30 5,648 |
| ‡Associated Sunday Mags. | 29 5,607 |
| All-Story (pages)..... | 20 4,930 |
| ‡National Sunday Mag... | 13 2,243 |

* 3 issues per month.

† 1 issue only.

‡ 4 issues only.

Bruske Handles Maxwell Publicity

Paul Hale Bruske, for six months manager of the Maxwell racing team on the road, has been appointed director of publicity for the company, and will hereafter be located at the Detroit offices. Mr. Bruske was formerly director of publicity and later advertising manager of the Studebaker corporation.

Owen Joins Saxon

Percy Owen, who has long been a prominent figure in the Chalmers Motor Company organization, has resigned as general sales manager of that company to become vice president of the Saxon Motor Company, Detroit. In his new position Mr. Owen will have full charge of the selling end of the business.

Chicago Trade Papers Combine

Office Appliances, of Chicago, has purchased from the Inland Publishing Company, also of Chicago, the *Business Equipment Journal*, formerly published as the *Inland Stationer*, and the two papers will be merged.



ASK THE MAN WHO HAS BEEN THERE

Your friends are returning or have returned from the Expositions. Your representatives have covered the ground personally. They *know* what the great Pacific Coast Country offers to the live manufacturer.

Ask them if it is not worth while to cultivate this field more assiduously. Ask them if a little money placed in the right publicity field will not increase your sales and establish your goods more firmly here.

Co-operate with your Western dealer. Help him carry the burden. Give him the same assistance you are giving your Eastern representatives. Marketing problems in the more populous East are fewer. Your Western dealer has a tremendously big field to cultivate. *Get behind him.*

Use Sunset Space Consistently

There is but one National Magazine published in all this vast, rich territory, but one National advertising medium that the people of the West can call their own. A co-operative campaign in Sunset Magazine will prove an investment with big returns. It reaches the people you want to reach. It goes into the homes of buyers, of people who have the money.

Let us send you a copy of Sunset Magazine. Read it carefully. Note the pulse of the Pacific, the voice of the Pacific Coast Country, the liveliest editorial department of any Western publication. Note the tone of the whole magazine. Then you will understand why the people of the West are loyal to *their* magazine.

Sunset Magazine representatives will call and tell you more about this Magazine of the West. Give them the opportunity.

SUNSET



MAGAZINE

PAGE RATE
\$200

EASTERN REPRESENTATIVES

New York.....William A. Wilson, 515 Candler Building
Boston.....Charles Dorr, 6 Beacon Street
Chicago.....Graham C. Patterson, 338 Marquette Building

Member Quoin Club and A. B. C.

PRINTERS' INK'S FOUR-YEAR RECORD OF AUGUST ADVERTISING

| | 1915 | 1914 | 1913 | 1912 | Total |
|-------------------------|--------|--------|--------|--------|---------|
| Cosmopolitan | 20,160 | 26,656 | 30,688 | 31,390 | 108,894 |
| McClure's | 23,107 | 17,232 | 13,664 | 14,952 | 68,955 |
| Everybody's | 13,268 | 15,083 | 18,242 | 19,432 | 66,025 |
| Sunset | 11,260 | 13,608 | 15,008 | 23,912 | 63,788 |
| Review of Reviews | 13,888 | 15,288 | 16,087 | 16,632 | 61,895 |
| Harper's Monthly | 17,220 | 16,611 | 14,224 | 13,496 | 61,551 |
| World's Work | 15,680 | 14,560 | 12,541 | 14,154 | 56,935 |
| Scribner's | 12,186 | 12,880 | 12,904 | 13,538 | 51,508 |
| Hearst's | 12,292 | 9,086 | 13,440 | 8,582 | 43,400 |
| Munsey's | 8,540 | 10,164 | 9,352 | 11,592 | 39,648 |
| Metropolitan | 15,069 | 11,183 | 7,287 | 4,250 | 37,789 |
| American | 9,894 | 8,084 | 9,576 | 8,670 | 36,224 |
| Century | 9,086 | 8,582 | 8,306 | 10,089 | 35,793 |
| Red Book | 7,378 | 5,600 | 5,824 | 7,728 | 26,530 |
| American Boy | 6,694 | 5,639 | 4,800 | 5,669 | 22,802 |
| Atlantic Monthly | 4,949 | 5,628 | 4,816 | 6,944 | 22,337 |
| Boy's Magazine | 6,030 | 5,783 | 5,440 | 3,960 | 21,213 |
| Ainslee's | 3,304 | 5,152 | 4,648 | 7,094 | 20,198 |
| St. Nicholas | 4,970 | 4,564 | 3,814 | 3,976 | 17,324 |
| Current Opinion | 4,609 | 3,741 | 3,795 | 4,536 | 16,681 |
| Argosy | 3,038 | 4,004 | 4,746 | 4,564 | 16,352 |

222,622 219,128 218,932 235,160 895,842

WOMEN'S MAGAZINES

| | 1915 | 1914 | 1913 | 1912 | Total |
|----------------------------------|--------|--------|--------|--------|---------|
| Vogue (2 issues) | 42,933 | 40,400 | 34,884 | 32,463 | 150,680 |
| Ladies' Home Journal | 14,211 | 12,509 | 13,513 | 16,013 | 56,246 |
| Good Housekeeping Magazine | 12,292 | 15,456 | 13,369 | 13,997 | 55,114 |
| Woman's Home Companion | 13,906 | 11,567 | 13,056 | 12,932 | 51,461 |
| Delineator | 8,613 | 8,754 | 11,306 | 10,522 | 39,195 |
| Pictorial Review | 10,351 | 9,056 | 9,000 | 7,600 | 36,007 |
| Woman's Magazine | 7,771 | 7,987 | 10,337 | 9,829 | 35,924 |
| Designer | 7,771 | 7,904 | 10,349 | 9,801 | 35,825 |
| Ladies' World | 7,924 | 7,800 | 9,020 | 8,000 | 32,744 |
| Housewife | 7,108 | 8,148 | 8,800 | 5,400 | 29,456 |
| Modern Priscilla | 6,092 | 7,664 | 8,137 | 7,230 | 29,133 |
| Harper's Bazar | 11,648 | 8,510 | 4,016 | 3,310 | 27,484 |
| People's Home Journal | 8,284 | 7,211 | 6,616 | 5,205 | 27,316 |
| Mother's Magazine | 6,392 | 6,869 | 6,486 | 6,696 | 26,443 |
| McCall's Magazine | 5,967 | 6,983 | 7,375 | 5,896 | 26,221 |
| Woman's World | 5,041 | 4,781 | 5,685 | 5,712 | 21,219 |

176,304 171,599 171,949 160,606 680,458

CLASS MAGAZINES

| | 1915 | 1914 | 1913 | 1912 | Total |
|--------------------------------|--------|--------|--------|---------|--------|
| Country Life in America | 16,128 | 19,398 | 20,179 | *20,921 | 76,626 |
| Popular Mechanics | 17,884 | 18,368 | 20,720 | 17,752 | 74,724 |
| System | 14,546 | 16,576 | 15,778 | 16,828 | 63,728 |
| World's Advance | 14,364 | 15,680 | 10,554 | 10,780 | 51,378 |
| Vanity Fair | 18,181 | 13,185 | 5,984 | 7,321 | 44,671 |
| Field and Stream | 10,338 | 9,464 | 9,744 | 10,892 | 40,438 |
| Outing | 6,152 | 8,820 | 8,996 | 9,864 | 33,832 |
| The Countryside Magazine | 9,368 | 7,140 | 7,480 | 7,310 | 31,298 |
| House & Garden | 6,252 | 6,664 | 6,670 | 6,770 | 26,356 |
| Physical Culture | 6,125 | 5,990 | 6,019 | 5,600 | 23,734 |
| House Beautiful | 4,800 | 4,887 | 5,186 | 6,787 | 21,660 |
| Garden Magazine | 3,458 | 4,494 | 6,132 | 5,218 | 19,302 |
| Travel | 4,480 | 5,057 | 4,180 | 5,180 | 18,897 |
| International Studio | 4,018 | 4,662 | 3,990 | 5,600 | 18,270 |
| Theatre | 4,042 | 4,282 | 4,704 | 5,062 | 18,090 |

* 2 issues.

140,136 144,667 136,316 141,885 563,004

WEEKLIES (July)

| | 1915 | 1914 | 1913 | 1912 | Total |
|-----------------------------|---------|---------|---------|---------|---------|
| Saturday Evening Post | 78,204 | 65,252 | 62,437 | 66,515 | 272,408 |
| Collier's | 45,245 | 34,838 | 34,168 | 34,960 | 149,211 |
| Literary Digest | 43,399 | 32,942 | 26,809 | 30,764 | 133,914 |
| Town & Country | *27,372 | 21,240 | 28,352 | 30,897 | 107,861 |
| Leslie's | 26,385 | †15,201 | †16,080 | 16,212 | 73,878 |
| Outlook | †17,795 | 21,728 | 21,640 | 24,510 | 85,673 |
| Life | 23,290 | †19,302 | †20,676 | 21,853 | 85,121 |
| Scientific American | 16,620 | 13,869 | 12,127 | 12,301 | 54,917 |
| Christian Herald | †13,944 | †11,004 | †9,792 | †12,845 | 47,585 |

292,254 235,376 232,681 250,857 1,010,568

Grand Total 831,316 770,770 759,278 788,508 3,149,872

* 3 issues.

† 5 issues.

‡ 4 issues.

Total
8,894
8,955
6,025
3,788
1,895
1,551
6,935
1,508
3,400
9,048
7,789
6,224
5,793
6,530
2,802
2,337
1,213
20,198
7,324
6,681
6,352
5,842

Total
50,680
56,246
55,114
51,461
39,195
36,007
35,924
35,825
32,744
29,456
29,153
27,484
27,316
26,443
26,221
21,219

80,458
76,626
74,724
63,728
51,378
44,671
40,438
33,832
31,298
26,356
23,734
21,660
19,302
18,897
18,270
18,090

63,004

Total
272,408
49,211
33,914
107,861
73,878
85,673
85,121
54,917
47,585

110,568

149,872



ESTABLISHED 1858

R. H. Macy & Co.

HERALD SQUARE, BROADWAY, NEW YORK
34°10'25" S 71°12' E

ADVERTISING DEPARTMENT

July 21, 1915.

RECEIVED BY
THE VOGUE CO.

JUL 22 1915

The Vogue Company,
Publishers of "Vogue,"
New York, N. Y.

After a careful survey of the entire Fashion Magazine field, and after taking a vote of all our department managers, as to the fashion magazine that would be most valuable to them in keeping them posted on fashionable merchandise, we have decided that "Vogue" covers the subject most authoritatively and with the timeliness necessary to us.

We have therefore decided to enter a subscription to Vogue for each one of our Department Managers and Buyers, for which we enclose our check.

We would ask you to send the magazine to the home address of each of those whose names are given on the accompanying list.

R. H. Macy & Co.,

Arthur Freeman
Advertising Manager.

And Macy isn't the *only* big retail store or smart shop whose buyers read Vogue. More than 2,000 are on the Vogue list now, and the number is increasing daily.

Your advertising in Vogue will do two things;—influence the carriage trade and also the dealers who cater to this trade. These are the reasons why Vogue carries *twice* as much advertising, month in and month out, as any other woman's or general monthly magazine.

\$500 per Page—80,000
guaranteed.

Donnell Henderson
449 Fourth Avenue
New York City

The Little Schoolmaster's Classroom

THE Schoolmaster will be much surprised if John Wanamaker doesn't soon have a lively correspondence with a number of American manufacturers who have not yet succeeded in having their goods put into the Wanamaker stocks.

At least Mr. Wanamaker, by inference, proclaims that he is open to conviction in this signed statement in his store copy:

"Some of the nations may be thinking that America is in process of starvation for goods and pretty things that used to come from abroad, but such is not the case.

"Where the lovely things come from is something of a mystery not to be written here.

"America is not suffering and is not likely to suffer, however long the war may continue, though it is fair to say we miss certain things.

"This is a self-supporting nation. Moreover, many buyers are, here and now, all the time coming from London, and from other great cities, and from Canada, for goods they cannot find at home.

"If only America had more pride in making 'Made in America' goods as well as they are made abroad!

"Why should we not study to do it, when so many of the artists and artisans of foreign nations are (sad to say) in their untimely graves?"

Mr. Wanamaker refers to pride in making goods. He lays his finger upon an important consideration there! While the Schoolmaster recognizes the silliness of those who aren't satisfied until they buy something with the word "imported" on it, he would be flying in the face of the evidence if he didn't concede that in many lines the overseas producer has a high pride of craftsmanship. Many of his readers in their trips abroad have picked up articles of mer-

chandise that were little less than works of art—the pride of the craftsman being manifest in every stitch of the lace or every turn of the pattern.

American manufacturers of standard products yield nothing in quality to any goods anywhere. But there are many makers of fugitive merchandise who could profit from Mr. Wanamaker's little sermon on "Made in America" pride. If a real pride of craftsmanship could become general how quickly would disappear the suits for unfair competition and the prosecutions for trade-mark infringement! Smith would cease trying to appropriate the ready-made good will of Jones and wouldn't be content until he had created his good will out of his own capital and brains.

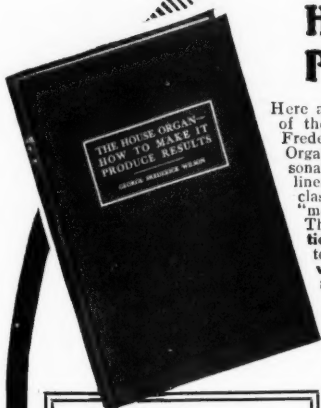
* * *

When the man who has made a conspicuous success in any given line of business sets out to give advice which may enable others to follow in his footsteps, it too often consists of mere platitudes. Probably that is the main reason why the young man who is starting out in business generally inclines to pass up the "how to succeed" stuff. On the whole, the Schoolmaster is inclined to agree with him that most of the inspirational literature put out by our captains of industry is pretty thin diet. Not all of it, however. Here, for example, is an interview with Caleb C. Dula, president of the Liggett & Myers Tobacco Company, in *Collier's* for July 31, which really says something. From a "stripper" in a tobacco factory to President of a \$65,000,000 corporation in 30 years is quite some traveling, and one is likely to pick up considerable wisdom on the way. Here is some of it, as expressed by Mr. Dula:

"In my day I have seen much written and heard much said about men becoming their own masters. What foolishness! The

The House Organ

How To Make It Produce Results



Here at last is a practical book on the making of the house organ. Its author—George Frederick Wilson, Managing Editor of House Organs for the Cramer-Krasselt Co.—has personally prepared house organs for 33 distinct lines of business, reaching practically every class of readers. In his book you get the full "meat" of Mr. Wilson's wide experience. There is no guess work. The book is **practical**—every word of it—and tells what to do and how to do it—what not to do, and **why**. There are 200 pages of text. There are many full-page illustrations that are not mere pictures, but with their detailed descriptions offer a thorough guide in designing covers, title pages, running heads, editorial pages and typographical arrangements.

"Simply Great," says
MYRON TOWNSEND

"Bully Good stuff! Simply great! Should be preserved for the guidance of house organ writers for all time. Your stuff's good common sense, every word of it."—Myron Townsend.

**Every Executive, Advertising Man,
House Organ Editor, Printer and
Paper Man Should Read This Book**

Every man who is now editing a house organ or who contemplates doing so—every firm who now issues a house organ or intends issuing one sooner or later—every printer who prints house publications as a part of his business—every

paper man who sells paper suitable for house organ purposes—should own this book. One helpful suggestion from the many hundreds contained in this work may be worth to you many times its price. Practically every thought or question that can possibly come to the mind on the making of a house organ for the manufacturer, jobber or retailer—and on the internal house organ—is covered. Read the book—if you do not agree with us that it is well worth the price, we will gladly refund your money.

There Are 15 Chapters on—

The History and Purpose of the House Organ—the Field for the House Organ—Selecting a Title—Cost—Qualifications and Duties of Its Editor—Determining Size, etc.—How to Gather Data—Buying Art Work and Engravings—Laying Out the House Organ—Preparation and Editing of Copy—Typography—Paper Stocks—How to Secure Good Color Effects—How to Secure Attractive Mechanical Make-up—Getting Up the Mailing List—The Civic House Organ—Syndication—Foreign Advertising, etc.

Get Your Copy Now

Simply pin your personal check, or money order or a \$2.00 bill to the coupon and mail today. You will think it \$2.00 well spent—we'll guarantee that.

WASHINGTON PARK PUBLISHING CO.
543 Thirty-fourth St.,
MILWAUKEE, WISCONSIN

**The
First
and Only
Book on the
House Organ**

WASHINGTON PARK PUBLISHING COMPANY
543 34th St., Milwaukee, Wisconsin

Attached is \$2.00—check, money order, cash—for which please send me prepaid "The House Organ—How to Make It Produce Results," by Geo. Frederick Wilson. It is understood that if this book does not meet my expectations the \$2.00 will be refunded.

Name.....

Address.....

Are You Looking for a Capable Executive for Your Organization?

Investigate my record.
Credentials will be found
O.K. in every respect.

16 years' experience in
large manufacturing
concerns, principally
along lines of sales pro-
motion work.

Not adverse to traveling.

At present employed.

Age 36.

Salary \$3600.

Address "E. P.," Box
302, c/o PRINTERS' INK.

ThisTown's Booming

Monster war orders and new industries
that have recently located in

Chester, Pennsylvania

have started a boom that will result in
a doubling of its population within a
year. No advertiser should fail to in-
clude

The Morning Republican and Chester Times

in their appropriation. With a com-
bination rate that's more than fair,
it's the best buy in the country.



There is absolutely **NO CLASS** of
trade or profession, that **SOME** kind
of an **ADVERTISING RULER** will
not **REACH** and **STAY WITH**. We
make them all—Let us show you.

Write to Dept. 3

young man is told to start in
business for himself. He is told
to give up his job and get one that
brings in a larger income. That
advice has ruined the prospects of
more men than any other I can
think of.

"If a man has any ability at all
and is interested in his work, he
should make up his mind to stick
right to the finish. If he has no
ability, he will not stick. Do not
misunderstand me. If a man is in
the wrong job—that is to say, if
he is not the right man or it is
not the right job—he is doing both
himself and the job a great in-
justice to continue his relations.
Under those circumstances a busi-
ness divorce is necessary. The
man should have a new job and
the job should have a new man!

"Generally, however, every man,
be he a clerk or a clergyman, a
well-digger or a steeplejack, a
longshoreman or a lawyer, should
realize that his environment is his
savings-bank. He is paying into
it days of his life. The invest-
ment will return larger interest
than any other he could make.
The man who leaves a job for a
slight raise in salary loses his
investment. In a new field he
opens another account.

* * *

"A man who has an opportunity
to better his income should look
at the proposition from the top
first. Then he should crawl under
it and see what props it up. Some
jobs offer salary and stop there.
Others offer opportunity. Still
others offer both.

"That you cannot have a big
red apple and your penny both is
a commercial axiom of consider-
able merit. There are a few big-
salaried jobs I can think of off-
hand that offer opportunity, but
they generally are offered to the

Lincoln Freie Presse

GERMAN WEEKLY
LINCOLN, NEB.

Takes the place of 280 County weeklies at
1-10 the cost. Great saving in bookkeep-
ing, postage and electros. Rate, 35 cents.

Actual average circulation 133,992

man who has already established a reputation. Many times a big salary is like a blind alley. There is a big wall hedged with spikes at the end of it.

"Don't ever forget the little axiom about the apple and the penny. Remember that and it may do you a lot of good some time in the future."

* * *

Mr. Dula declares very firmly that a man cannot be a successful manufacturer or a successful merchant unless he knows how to sell goods. The training-school of salesmanship he regards as of prime importance. And speaking particularly of the tobacco business, he says:

"From the ranks of salesmen come the division managers, the department managers, the general managers, and the executives. The bulk of the men in many of the great wholesale business of to-day is made up of salesmen who sold goods on the road. They learned merchandising from the ground up. There are so many things a salesman can do to make good that it would require a book in which to relate them.

"When I was a salesman I saw each of my customers at least once in every period of sixty days. I tried my best to make my customers my personal friends. I never overtalked my goods or overstayed my time. Many men I knew used to do that, though. They would talk a merchant into

Modern Methods

The Monthly Magazine for Business Men

If you have a proposition that appeals to business men, here is a proved way to present it to them at low cost.

MODERN METHODS—The Monthly Magazine for Business Men—reaches each month in excess of 65,000 live business men of the up-and-coming class. They are interested in anything that will help them in their business. They are unusually responsive to advertising. This is proved by the fact that our advertisers stay with us month after month and use increased space.

Many of the most careful buyers of advertising space in the country advertise with us regularly. Surely this is proof positive that **MODERN METHODS** gets results.

Present circulation in excess of 65,000—increasing over 5,000 each month. Rate \$64 per page—smaller space pro rata. New rate of \$100 per page goes into effect October 1. Get in on this "good buy" right now, and get the benefit of the low rate.

Write for sample copy, rate-card, and analysis of circulation by states.

John Ferguson, Advertising Manager,
Modern Methods Publishing Company,
Detroit, Michigan.

WANTED

Mail Order Salesman

A prominent First Mortgage firm in a large western city has an excellent opening for a high-grade mail order salesman to take department. We are selling high-grade bonds for cash and on the Partial Payment Plan and need a man who can prepare direct advertising copy that will bring back the order, one who has had actual selling experience and practical working knowledge of mail order work, follow-up plans, printing, getting out booklets, circulars, letters, etc. Must be a successful letter writer. Please state your age, qualifications in detail and salary expected to start with. Address "M. O.," Box 303, care of PRINTERS' INK.

JOY FOR PIPE SMOKERS

Thousands of critical smokers buy

Eutopia Mixture

by mail only because they cannot get its equal in richness, flavor, aroma and quality for any price at retail. An aromatic blend of the choicest North Carolina, Virginia, Kentucky, Turkish, Perique, Latakia and Havana tobaccos. Aged—not flavored.

Send for 1 lb. at our risk. Smoke ten pipefuls and if you like it send us the price, \$1.50, within ten days—or return at our expense. Unless you send the money with order, please give bank or commercial reference.

Three blends—medium, mild and extra mild. If you want REAL pipe satisfaction, write today. Booklet on request.

Cameron Tobacco Co., Semmes and 9th Sts.,
Dept. E Richmond, Va.

French Briar Pipe **FREE**
with first order



a bill of goods and then talk him out of it! There is a time to say 'good-by' and there is a time to say 'sign here.'

"Mica Make" Won't Break

Your slide efficiency increased by using our non-breakable Lantern Slides for advertising or lecture work. Guaranteed not to crack or break through heat or rough handling, and cost 4c less to mail. We also make glass slides. Write for prices.

NO-DESTRUCTO SLIDE CO.
205 So. 9th St., Philadelphia, Pa.

PAUL BROWN
COMMERCIAL ARTIST



154-G-106-ST.
NEW YORK CITY.
PHONE 6120
RIVERSIDE

THE PROGRESSIVE FARMER
170,000
Circulation With Dealer Influence
"No Fakes for Man or Beast or Fowl!"
Raleigh, N. C., Birmingham, Ala.,
Memphis, Tenn., Dallas, Tex.

SOMETHING TO DO
The Family-Juvenile Magazine
SHOULD BE ON YOUR LIST
Circulation Guaranteed. Write us
THE BENNETT PUBLISHING CO.
120 Boylston St. Boston, Mass.

A CIRCULATION PRODUCER

Agency and Contest man, now employed, desires connection in Farm Paper field November 1st. He enjoys the reputation of having built up one of the biggest producing and most profitable agency organizations in the country for the publisher with whom he is now connected. Any farm paper publisher who is paying a high price to subscription agencies for circulation will find it to his advantage to get in touch with this man. He has an original plan for conducting Farm Paper or Mail Order Publication subscription contests, on either a percentage or salary basis, that will insure quality circulation at a handsome financial profit for the right publications. Address J. H., Box 304, care of Printers' Ink.

"I never in my life wrote an order in a store. I always waited until I got out of hailing distance. And I knew that if I was not called back before then the order would stay with me. I did that because I once saw a salesman make an elaborate show of entering an order in his book. The show was so elaborate that the merchant was scared out of the order!

"If you don't know what that salesman did, I'll tell you. He made the merchant see bills, obligations, and added responsibilities. Every time he flourished his lead pencil or waved a sheet of carbon paper the merchant's courage sank nearer to his boots. That, I take it, was simply human nature. The less importance with which an order is surrounded the easier it will seem to the merchant to sell the goods when he gets them."

Mr. Dula's advice is not all aimed at those in subordinate positions, however. He has a few choice words for the boss:

"The captain in modern business should determine definite and fixed plans, endeavor to make certain he is right, and try to look from the beginning to the end. Then he should drive with all his power to that end and refuse to be budged from his aim, even by the activities of his competitors.

"There is many a man who wastes too much time thinking about what the other fellow is doing. I have often thought that the worst thing a man could do to his competitor would be to send him a copy of his daily orders and let him look them over. The competitor probably would spend so much time looking over the orders that he would forget his own business!

"Success usually is with the man who works his own business for all it is worth and doesn't try to beat down his competitors.

"And I firmly believe that will be especially true in the future, for the ethics of business are being more closely defined and more directly enforced by an informed public opinion and an enlightened public conscience."

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

ADVERTISING AGENCIES

ALBERT FRANK & COMPANY ADVERTISING

26 Beaver Street, New York
Chicago Philadelphia Boston

ARTISTS

Artist—good letterer, designer, wants part time position or piece work. Experienced on advertising layouts and designs. Can work four hours daily. Telephone Chelsea 1930.

Commercial artist wants to handle designs, lettering, color sketches, etc., by mail. Ten years' experience with adv. agencies, printers, box and label houses, magazines, etc. Box 538, c/o P. I.

Use BRADLEY CUTS

To brighten text of your advertising and House Organs. Send 25 cents (credited on first order) for our latest catalogue showing 750 designs and trade ticklers.

Will Bradley's Art Service
131 East 23rd St. New York



FOR SALE

FOR SALE—At an exceptional bargain, slightly used high-speed thirty-two page cylinder Duplex printing press, in perfect condition. Owners having consolidated and using larger press. Write for price and particulars. A. McNeil, Jr., Post Publishing Co., Bridgeport, Conn.

HELP WANTED

Permanent income from sale of Transo (Transparent face) envelopes. Every business house a possible customer; commission basis; local or traveling salesmen. Transo Paper Company, Chicago.

Advertising Copywriter—who can develop copy for series of advertisements for trade weekly, design same in type or drawing ready for printer; state rate per page in series of twelve or more. Send sample. Box 621, c/o P. I.

An aggressive advertising solicitor, acquainted in the New York territory, can make a profitable connection with an established Technical monthly. Give value. Apply Box 535, c/o P. I., stating experience and salary required.

Wanted:—Experienced House Organ writer. Must have original ideas for striking display and be able to write result-producing copy. State age, experience and salary expected. The Cramer-Krasselt Co., Milwaukee, Wis.

HIGH grade, responsible printing establishment offers a liberal arrangement and strong co-operation to an able salesman or advertising man with a good line of business. Box 540, care of Printers' Ink.

Book Publisher wants immediately ad writer capable of preparing display copy that will sell special books through newspaper campaigns, magazines, etc. State experience, salary expected, references. Confidential. Box 546, c/o P. I.

Printing manufacturing order clerk thoroughly experienced in large plant in all branches of printing and binding. Knowledge of paper and engravings. Give experience, references, salary. Only experienced man wanted. Box 547, c/o P. I.

Wanted Young Man for Copy and Service Department of Agency. Must be able to plan layout and write, also handle printing. Not large salaried man, but one who wants a real opportunity with increases based on his proved value. Apply Box 536, c/o P. I., stating experience and salary required.

POSITIONS WANTED

SOLICITOR, copy-writer or executive for publisher, advertiser or agency, New York or vicinity. Eight years' experience, brains and initiative. Box 543, care of Printers' Ink.

Advertising manager with over ten years' experience in writing copy and making layouts. Understands printing and engraving—has thorough knowledge of drawing. Am now employed, wish to change. Box 548, Printers' Ink.

Executive, now employed, 14 years in advertising, sales and correspondence, seeks change. Knows all details publishing business, including circulation promotion. Writes strong display, circular and booklet copy. Qualified to plan and direct campaign for large advertiser. College man, strong personality, initiative. References. Box 549, Printers' Ink.

Live young man, lots of "pep," ginger, and original ideas, at present in newspaper advertising, desires position as classified manager or display solicitor. Box 515, care of Printers' Ink.

Salesman desires to represent manufacturer or publisher throughout Northeastern Pennsylvania. Experience in both commercial and advertising selling. Have office in Scranton. Cover territory in a "Ford," thereby overlooking no prospects. What have you to sell? Harper Sales Co., Scranton, Pa.

Direct-by-mail Salesman

now employed as sales manager, considering change. Can show record of increased business and satisfactory service. Convincing sales letters that bring orders from consumers and dealers my strong point. Some experience in ad and circular writing; knowledge of buying printing. Does someone need me at the head of the mail sales-advertising department or to assist a big man? Box 517, c/o Printers' Ink.

Will Your Business Stand

expansion? If so, I can expand it. Due to a needful change of climate for my wife, and broader educational opportunities for my children, my experienced services as an advertising and sales manager are subject to the invitation of any responsible manufacturing company in northeastern United States. If you desire maximum results from the selling end of your business, at minimum cost, it will be worth your while to write to me. Box 542, c/o P. I.

WANTED—A HARD JOB

Have you a house organ, trade paper or popular magazine that requires new ideas, new life and hard, constructive work? Have just finished such a task in which a magazine of 20,000 circulation was built up to a national publication of over 100,000 circulation in almost two years' time. Desire a similar opportunity. Offer extensive experience, valuable connections and considerable good will of readers and contributors. Address Box 541, c/o Printers' Ink.

Experienced and successful advertising man now connected with large corporation in New York City seeks position in middle west away from seacoast climate.

Wide experience in agricultural advertising, particularly along mail-order lines. No one better posted on farm papers' pulling power. Know farm buying public exceptionally well. Can prepare advertising booklets, circulars, catalogues, form letters, write advertising copy or outline complete advertising campaign. Have handled large advertising appropriation. Would like position as advertising manager in charge of advertising and sales promotion work of some good concern willing to pay price for high-class services. Would be interested in right sort of agency connection. Year and a half agency experience; 36 years old. Best of references. Address Box 537, c/o P. I.

A-1 DISPLAY MAN WANTS A JOB

Can make a newspaper ad or a magazine page as prominent as a sore thumb on a well hand. Knows how to combine advertising value with artistic excellence. Writes good stuff, too—full of punch and persuasion. Excellent reason for present misfortune. Will send specimens, past history and future hopes to interested parties. Box 526, c/o P. I.

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PUBLISHERS' REPRESENTATIVES

TO PUBLISHERS: needing eastern representation. The manager of a special agency representing fifteen publications, desires to concentrate on one or two growing trade or class magazines. Box 544, care of Printers' Ink.

PUBLISHING BUSINESS OPPORTUNITIES

Monthly farm paper, 100,000 circulation, located Middle West. Price \$25,000. Good opportunity. Harris-Dibble Company, 171 Madison Ave., New York.

STANDARD BOOKLETS

Highly Specialized ability to write and design and facility to print small and large editions of booklets, standardized $3\frac{1}{2} \times 6$, in 8, 16 and 32 pages, with covers. Twelve standard styles. Our original methods cut cost and save you money; our "copy" sells your goods. We will design and print 1,000 Style No. 1 for \$17.75; 5,000 for \$42.75. Samples if requested on your letter head. **THE DANDO CO.**, 26-32 So. 3rd St., Philadelphia, Pa.

WANT-AD MEDIUMS

New Haven, Conn., Register. Leading want-ad. med. of State. 1c a word. Av. 14, 15-414.

The Portland, Me., Even'g Express and Sun. Telegram carry more want ads than all other Portland papers combined. 1c a wd., 7 times 4c.

The Baltimore, Md., News carries more advertising than any other Baltimore daily. It is the recognized Adv. Med. of Baltimore.

The Minneapolis, Minn., Tribune, Daily and Sun., is the leading want ad medium of the great N. W., carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 14, 116,791 more individual Want Ads.

than its nearest competitor. Rates: $1\frac{1}{2}$ c. a word, cash with order; or 12 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

The Buffalo, N. Y., Even'g News is the best classified adv. medium in N. Y. State outside N. Y. City. Write for Classified Rates, sworn cir. statement and rate card.

Chester, Pa.—The Times and Republican cover afternoon and morning field, in a community of 120,000 population.



ROLL OF HONOR

Birmingham, Ala., Ledger, dy. Av. for 1914, 30,849. Best and cleanest advertising medium in Alabama.

New Haven, Conn., Evening Register, dy. av. for '14 (sworn) 19,414 dy.; 2c.; Sun., 17,158, 5c.

Joliet, Ill., Herald, evening and Sunday morning. Av. year ending Dec. 31, '14, 9,775.

Peoria, Ill., Evening Star, Circulation for 1914, Daily, 21,759; Sunday, 11,469.

Burlington, Ia., Hawk-Eye, Av. 1914, daily, 9,999; Sunday, 11,108. "All paid in advance."

Des Moines, Ia., Register and Leader-Tribune, daily average 1914, 69,501; Sunday, 47,783. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

New Orleans, La., Item, net daily average for 1914, 56,960.

Augusta, Me., Kennebeck Journal, dy. av. 1914, 11,763. Largest and best cir. in Cent. Me.

Bangor, Me., Commercial, Average for 1914, daily 11,753.

Portland, Me., Evening Express, Net av. for 1914, dy. 20,944. Sun. Telegram, 14,130.

Baltimore, Md., News, dy. News Publishing Company. Average 1914. Sunday 61,947; daily, 80,176. For July, 1915, 74,370 daily; 64,925 Sunday.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully converts its accuracy.

Salem, Mass., Evening News, Actual daily average for 1914, 20,021.

Worcester, Mass., Gazette, eve. Av. Jan. to Dec., '14, 24,626. The "Home" paper. Largest evening circulation.

Minneapolis, Minn., Farm, Stock & Home, semi-monthly. Average first 3 months 1915, 124,666.

Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, West'n Wisconsin and North'n Iowa. The most prosperous section of the United States. Rate 50 cents a line based on 115,000 circulation. Use it to reach this section most profitably.

Minneapolis, Minn., Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1914, daily Tribune, 109,957; Sunday Tribune 155,144.

St. Louis, Mo., National Farmer and Stock Grower, Actual average for 1914, 128,373.

Camden, N. J., Daily Courier, Daily average circulation for 1914, 11,014.

Buffalo, N. Y., Courier, morn. Av. 1914. Sunday, 99,241; dy. 67,100; Enquirer, ev., 47,556.

Schenectady, N. Y., Gazette, daily. A. N. Lacey. Actual average for 1914, 23,017.

Cleveland, O., Plain Dealer, Est. 1841. Actual av. for 1914, dy. 124,913; Sun., 155,342. For July, 1915, 132,603 daily; Sun., 163,901.

Chester, Pa.—Times, dy. av. '14, 9,161; Morning Republican, dy. av. Apl.-Sept., '14, 4,326.

Erie, Pa., Times, dy. Aver. circulation, '14, 23,270; 23,762 av., July, '15. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

Washington, Pa., Reporter and Observer, circulation average 1913, 13,575.

West Chester, Pa., Local News, dy., W. H. Hodgson. Aver. for 1914, 12,505. In its 43rd year. Independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester Co. second in State in agricultural wealth.

Wilkes-Barre, Pa., Times-Leader, eve. eve. Sun. A.B.C. audit to March 31, 1915, 19,130.

York, Pa., Dispatch and Daily, Average for 1914, 20,522. Covers its territory.

Providence, R. I., Daily Journal, Av. net paid for 1914, 20,653. (©©) Sun., 33,018. (©©) The Evening Bulletin, 48,772 ave. net paid for '14.

Seattle, Wash., The Seattle Times (©©) is the metropolitan daily of Seattle and the Pacific N. W. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the ady. Av. daily circulation, 1914, 71,858; Sunday, 90,368.

Tacoma, Wash., Ledger, Average year 1914. Daily 22,286, Sunday 29,107.

Tacoma, Wash., News, Average for year 1914, 22,576.

Janesville, Wis., Gazette, Daily average, 1914, 7,129. April, 1915, average, 7,579.

GOLD MARK PAPERS

Bakers' Helper (©©) Chicago. Only "Gold Mark" jour. for bakers. Oldest, best known.

Worcester, Mass., L'Opinion Publique (©©) Only French daily among 75,000 French pop.

Brooklyn, N. Y., Eagle (©©) is THE advertising medium of Brooklyn.

New York Dry Goods Economist (©©) the recognized authority of the Dry Goods and Department Store trade.

New York Herald (©©) Whoever mentions America's leading newspapers mentions the New York Herald first.

N. Y. Scientific American (©©) has the largest cir. of any tech. paper in the world.

THE PITTSBURG (©©) DISPATCH (©©)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two-cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered cir. in Greater Pittsburgh.

Providence, R. I., Journal (©©) only morning paper among 600,000 people. "The B. I. Bible."

The Memphis, Tenn., Commercial Appeal (©©) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both quality and quantity tests. Daily, over 64,000; Sunday, over 98,000; weekly, over 96,000.

The Seattle, Wash., Times (©©) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

The Milwaukee, Wis., Evening Wisconsin (©©) the only Gold Mark daily in Wis. The home paper that deserves first consideration when advertising appropriations are being made.

Table of Contents

PRINTERS' INK, August 12, 1915

| | |
|---|-----------|
| Building a Prosperous Business Out of a Side-line..... | 3 |
| An Interview with Herbert Johnson, of S. C. Johnson & Son, Racine, Wis. | |
| Keeping Sales Plans Away from Competitors..... | 17 |
| The Best Method Is to Give Them the Public Mark of Ownership. <i>Andrew Gates</i> | |
| Experience in Building Successful Window Displays..... | 20 |
| Of Brentano's (Books), New York. <i>John T. Witsil</i> | |
| Practical Window-display Man Tells How He Solves His Various Problems. | |
| Seven Methods of Getting Department-store Clerks to Push Brands.... | 26 |
| <i>J. F. Beale, Jr.</i> | |
| Adv. Mgr., Saks & Co., New York. | |
| An Answer to a Manufacturer's Proposition. | |
| What Copy-writers Can Learn from Story-writers.... | 33 |
| The Narrative Style Is So Flexible that It Can Be Wrapped Around Any Selling Argument Under the Sun. <i>Newton A. Fuessle</i> | |
| Teaching Jobbers' Salesmen Where Their Profit Lies..... | 39 |
| New Angle of Approach Wins Co-operation in a Difficult Field. | |
| Window-display Men Hold "Biggest Ever" Convention in New York.... | 44 |
| Delegates from All Parts of Country Take Part in Real Advertising Gathering. | |
| Artful Solution of Vacation Problem..... | 49 |
| Detroit Advertiser "Sells" Its Employees on the Idea of Fall and Winter Vacations. | |
| Bringing the Letter to a "Clinching" Close..... | 52 |
| Many Seemingly Strong Letters Fail Through Tactless Handling of Closing Argument. <i>Cameron McPherson</i> | |
| Humanizing the Catalogue..... | 61 |
| Distinctive Touches Shown in the Appeal of Some Well-known Advertisers. | |
| Selling Costs Reduced by Standardization..... | 70 |
| <i>Special Washington Correspondence</i> | |
| Progress Being Made in One Field Suggests an Extension That Would Mean Larger Profits All Along the Line. | |
| Says Prunes Must Be Nationally Advertised..... | 78 |
| Speaker at Growers' Convention Points Out Collapse of Foreign Demand in Face of One-fifth Increase in Acreage. | |
| Uses Clerks' Pictures in Its Ads..... | 82 |
| J. Hungerford Smith Company Cultivates Friendship of Soda-dispensers. | |
| Editorials | 86 |
| Another Attempt at an Advertising "Boycott"—Underpaying Foreign Postage—Advertising Turnovers. | |
| Advertising in Monthly Magazines for August..... | 91 |
| "Printers' Ink's" Four-year Record of August Advertising..... | 96 |
| The Little Schoolmaster's Classroom..... | 98 |

Index to Advertisers

| | PAGE | | PAGE |
|---|---------|--|-----------|
| American Telephone & Telegraph Co. | 71 | Motor Age | 5 |
| Associated Sunday Mags. | 59 | Motor Print | 5 |
| Atlanta Sunday American .. | 38 | Motor World | 5 |
| Atlanta Georgian | 38 | Munro and Harford Co. | 81 |
| Automobile | 5 | Needlecraft | 9 |
| Ayer, N. W., & Son. | 85 | New Orleans Times-Picayune | 64 |
| Boston American | 56 | New York American | 53 |
| Breeder's Gazette | 2 | New York Evening Post | 77 |
| Brown, Paul | 102 | New York Progresso Italo Americano | 76 |
| Cameron Tobacco Co. | 101 | New York Tribune | 60 |
| Canadian Dailies | 48 | Nichols-Finn Advertising Co. | 7 |
| Cheltenham Advertising Ag. | 11 | No-Destructo Slide Co. | 102 |
| Chester Morning Republican | 100 | Ohio Farmer | 2 |
| Chester Times | 100 | Oklahoma Farmer-Stockman | 85 |
| Chicago Tribune | 108 | Oklahoma Farm Journal .. | 2 |
| Classified Advertisements. | 103-104 | Ottawa Free Press | 48 |
| Class Journal Co. | 5 | Ottawa Journal | 48 |
| Clymer, E. F. | 13 | Parsons Paper Co. | 83 |
| Coal Age | 21 | Pennsylvania Farmer | 2 |
| Collier's | 25 | Pittsburgh Chronicle - Telegraph | 76 |
| Countryside Magazine | 80 | Pittsburgh Gazette-Times .. | 76 |
| Dyer, George L., Co. | 27 | Porter, Harry, Co. | 89 |
| Edmonton Bulletin | 48 | Position Wanted—"E. P." .. | 100 |
| Electrical World | 51 | Position Wanted—"J. H." .. | 102 |
| Every Week | 59 | Prairie Farmer | 2 |
| Farmer, St. Paul | 2 | Printers' Ink | 30-31, 63 |
| Farm Journal | 16 | Progressive Farmer | 2, 102 |
| Gold Mark Papers | 105 | Punch | 84 |
| Good Housekeeping Mag. | 42-43 | Quebec Soleil | 48 |
| Halifax Herald & Mail | 48 | Railway Age Gazette | 29 |
| Hamilton, Alexander, Institute | 72 | Regina Leader | 48 |
| Hearst's Magazine | 14-15 | Roll of Honor Papers | 105 |
| Help Wanted—"M. O." | 101 | St. John Telegraph & Times | 48 |
| Hill Publishing Co. | 21 | Simmons-Boardman Publishing Co. | 29 |
| Hoard's Dairyman | 2 | Something-To-Do | 102 |
| Home Life | 32 | Southern Woman's Magazine | 77 |
| Illustrated World | 90 | Sperry Magazine | 22 |
| Indiana Farmer | 2 | Standard Farm Papers | 2 |
| Judge | 37 | Strathmore Paper Co. | 75 |
| Kansas City Weekly Star | 46-47 | Street Railways Adv. Co. | 54-55 |
| Kansas Farmer | 2 | Sunset Magazine | 95 |
| Lincoln Freie Presse | 100 | Today's Magazine | 41 |
| London Free Press | 48 | Toronto Globe | 48 |
| London Opinion | 68 | Toronto Telegram | 48 |
| Los Angeles Examiner | 67 | Vancouver Province | 48 |
| McGraw Publishing Co. | 51 | Vanity Fair | 93 |
| Metropolitan | 91 | Vogue | 97 |
| Michigan Farmer | 2 | Wallaces' Farmer | 2 |
| Missouri Farmer | 69 | Want-Ad Mediums | 104 |
| Modern Methods Publishing Co. | 101 | Washington Park Publishing Co. | 99 |
| Modern Priscilla | 79 | Westcott-Jewell Co. | 100 |
| Montreal Gazette | 48 | Winnipeg Free Press | 48 |
| Montreal Presse | 48 | Winnipeg Telegram | 48 |
| | | Wisconsin Agriculturist .. | 2 |

If You Manufacture a Food Product

and have not introduced it in Chicago — or if you have introduced it and want to sell more of it at *lower cost* — we would like to go over with you in detail the condition of the food product market in Chicago, with special reference to the possibilities of your product.

We would like to show you the quickest and most inexpensive way to get it introduced, or if already introduced to increase its sales.

We would like to show you just what can be done and what can *not* be done in this market.

We would like to show you what *has been done* here by various food product manufacturers.

Our Merchandising Service Department knows every corner of Chicago, every main street and every side street, every big grocer and every little grocer.

It can show you which districts are profitable for your salesmen to work in and which will yield only meager returns on selling effort.

This territory is enormously rich. Its consuming power is tremendous. There are millions of mouths to be fed and you *ought to feed them*.

The services of our Merchandising Service Department are at your command.

The Chicago Tribune

The World's Greatest Newspaper

(Trade-mark Registered)

Circulation Over { 500,000 Sunday
300,000 Daily

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City
Pacific Coast Advertising Office: 742 Market Street, San Francisco